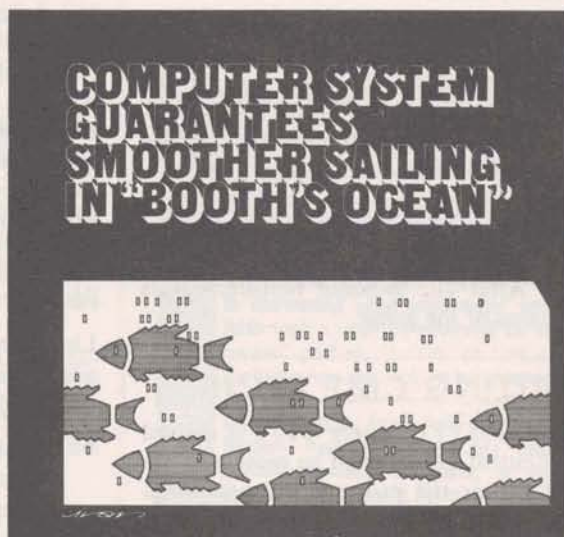## Product Management

How computer power can improve your decision-making

Stumped by preparing a five-year sales forecast? This and many other marketing problems can be solved accurately, amazingly fast, and at a modest cost by computer time-sharing; here's how this unique tool works

By Ed Roseman
Vice President-Marketing
Wallace Pharmaceuticals

Dick Fontain really scores at Wallace Pharmaceuticals. See "New Promo" on page 3 for details on selling for ISBD (but not necessarily *by ISBD*) and a new marketing tool for you.

GIRDLING THE GLOBE

THE FIRST MAN TO DISCOVER A ROUTE OVER WHICH SHIPS COULD SAIL A COMPLETE CIRCLE AROUND THE WORLD WAS THE FAMED PORTUGUESE SAILOR FERDINAND MAGELLAN. HE WAS ALSO THE FIRST EUROPEAN TO SAIL ACROSS THE PACIFIC!

THE RUSSIAN COSMONAUT YURI GAGARIN WAS THE FIRST MAN TO ORBIT THE EARTH. ON APRIL 12, 1961, HE COMPLETED A SINGLE ORBIT OF THE EARTH IN 89.34 MINUTES!

THE FIRST GLOBE-ENCIRCLING COMPUTER SERVICE NETWORK INTERCONNECTING NEARLY 300 CITIES IN NORTH AMERICA AND WESTERN EUROPE RECENTLY WAS LINKED WITH TOKYO. THE GENERAL ELECTRIC SYSTEM--USED EXTENSIVELY BY MULTI-NATIONAL CORPORATIONS--CULMINATES NEARLY FOUR YEARS OF TECHNICAL DEVELOPMENT, PLANNING AND INTERNATIONAL NEGOTIATION.

Watch for this cartoon in your local newspapers. In an effort to educate the general public — in a softsell way — this cartoon has been distributed to some 3800 small town business editors.

COMPUTER SYSTEM GUARANTEES SMOOTHER SAILING IN "BOOTH'S OCEAN"

For smooth sailing with your order entry prospects, try using this reprint from *Quick Frozen Foods* about the Booth Fisheries system. Available via OLOS, number 930.03.

GE mosaic — in full color — leads off a special section on computers in May 23's *Electronic Design*. MARK III gets a plug in an informative 6-page article on data networks.

Preparing new promotional items, getting our name in the press — it's all part of the job A&SP tries to do for you; but we need your help. Check "Be A Hero" on page 3.

FLASH!
NEW SOFTWARE RELEASE

What does your customer need — picture editing in FORTRAN or BASIC? ability to read and write random or sequential binary records of unknown length in FIV? BASIC double precision? more catalog information manipulation capabilities? greater paper tape capabilities???

It's all here — in June's New Service Capabilities manual (2000.18A). And, with it comes your opportunity to make a few points with your customers. How? Show him the first few pages of the manual and then make a few other suggestions — based on your knowledge of how he uses the system — as to how he can reap the benefits of these changes.

Don't forget the 'move up' possibilities of HISAM for those customers using Index Sequential and the new EDX editor for PAL users.

The free Data 100 model 70-1 offer is ready and waiting along with a number of operational improvements for all HSS users. (Until procedures are printed and distributed, check with Ed Vandeven for details and implementation of this offer.)

What The Future Holds

Qualification of the Mohawk 2400 terminal will be announced on August 1. At that time, commercial announcement and merchandising of the entire package of enhancements will be made via the MARK III File, LEADER, a press release, etc.

Availability of Remote Media Service for Background customers has been postponed. It has been decided to withhold this service until a better implementation can be devised to assure availability of a quality service.

FOLCROFT —
ANOTHER SUCCESS STORY FOR ISBD

On May 25, system 'I' became a full-fledged Foreground system. A year ago it was performing in-house processing in Folcroft, Pa. This marks the completion of the critical phases of the Folcroft Project.

A listing of challenges met reads rather like Ripley's Believe It Or Not. For instance:

- Between 750 and 1000 programs — from payroll to manufacturing and engineering applications — converted for MARK III processing.

- Folcroft's average daily processing equals daily usage of about 500 average MARK III customers — that's a lot of processing!! Since February all performed on MARK III.

- New tape management and handling techniques developed — now, approximately 800 individual tapes are mounted nightly for Folcroft as part of Brook Park's routine.

- ISBD designed and built 7 high-speed print stations — up to 400 lines/

minute. Each AM output is distributed to manufacturing, finance, sales, etc. Without it, operations would practically cease.

And they're not finished yet — there's talk of placing a large portion of the output directly on microfilm (MEDINET is currently offering a similar capability on a limited basis).

Even before Folcroft becomes history, we'll probably have other, similar projects. After all, in-house replacement is the name of the game.

LIMITING CMF RUNS

The RUN-TTTT (where TTTT is desired CRU cutoff point) must be present *in the CMF file* or the program will not terminate when cutoff point is reached. This is true for all CMF jobs, even those run under Independent Run.

Use of RUN-TTTT or IND-TTT has no effect when used *to initiate a CMF job*. This point is not fully explained in the MARK III Command System manual and can lead to unwanted CRU charges if used incorrectly.

GE'S ANSWER TO
BIS-PAC

They did it! — a manual and demo package that pulls 5 programs together, forming an integrated package for the business and financial world.

Subtitled "Casebook/Demonstration Guide," BIS-NET (5100.06) is a new approach in ISBD documentation; designed for you, illustrating interrelationships and functional differences among —

FLEXIMIS	STATSYSTEM
PA300***	FAL***
FINEX***	

Many customers have already learned not to rely on one financial package for all jobs. But, never has the problem of 'which to use when' been better addressed.
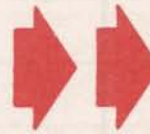
FINEX*** reprogrammed to permit 118 character/line output and to eliminate bugs.

The various elements are demonstrated by preparation of a 10-year forecast of sales and earnings and a 4-year detailed balance sheet and cash flow forecast. Moving step-by-step from entry and analysis of historical data to formatting of final reports, use of each program is clearly described. Interrelatedness appears obviously as output from one package is massaged and used as input for the next — massaging process covered fully in manual.

All files needed for an on-line demo of the entire BIS-NET system are on-line. Files are set up to follow the manual exactly, or demo one or more programs, as appropriate.

NSS—STILL EXPANDING

Listed below are some of the latest additions to the NSS library; check DSSL:NSSLIB for details.

- Cybermatic's Econoscope Beta System provides a model for computing final demand for goods and services
- TEL, a table driven language translator, from GE Corporate Consulting Service
- From GE Applied Math Lab, a program for maximization/minimization of functions by direct search
- A program for simulating combinations of random events from Danray Systems

BE A HERO — PUT YOUR CUSTOMER'S NAME IN LIGHTS

An article on Singer's management information system for the *Harvard Business Review* ... a case history for *Automation* highlighting Tenneco's order entry system ... a feature story — in the works — on Chrysler Finance Corporation's interprocessing application.

These and other projects are the result of tips received from the field; tips that you alone can provide. Articles of this type reach a wide group of potential customers, keeping our name out in front, giving them ideas.

There are many, many applications in the field; unfortunately, that is where most of them stay. Sure, they are generating revenue; but think of the sales leverage you could be getting from them with other customers and prospects.

In order to get the most mileage out of your applications, A&SP needs to know what they are, where they are, etc. Send us information about large and small customers, unique and ordinary applications, first-of-its-kind and last-of-its-kind applications.

Use the form on page 4 (or copies of it) to tell us about any applications you think may have publicity value. Take a few minutes and fill it out now, in a few months you may have a great article for reprinting or for reference selling.

Remember, the application need not be unique. If the customer is saving money with FAL, saving time with FLEXIMIS, or beating competition with ADAPT, he's a good example of a satisfied customer. And, therefore a candidate for a round-up story, a slide pitch or Executive Seminar.

Most customers are delighted to cooperate in getting their names in print and will provide all the help they can. So don't overlook the opportunity to score a few points with him either.

Keep in mind that no release of any type will be made without final approval by you and the customer. Thanks.

Comments and suggestions are welcome.

Monica Jordan, Editor
Advertising & Sales Promotion
8*273-4371

NEW PROMO FOR MARKETING MANAGEMENT

"If you can explain it to me in 15 minutes and prove that I can't live without it, then maybe we can do business." This challenge (either stated or implied) meets every AR during the course of his daily calls. Ed Roseman, VP of marketing at Wallace Pharmaceuticals, threw it at **Dick Fontain** of the New Jersey Office.

Judging by subsequent events, Dick really met the challenge: Roseman not only started using our service, he started selling it!!! Roseman wrote an article to tell others — "How Computer Power Can Improve Your Decision-Making" (Dec. issue of *Product Management*) — even includes details of Dick's selling job.

Roseman discusses the typical marketing man's feeling that his field is an "art, requiring intuition, computers don't speak our language." As proof this just isn't so, he describes some jobs routinely performed by t/s at Wallace, such as: sales forecasting . . . ranking of sales performance by district . . . setting of sales quotas . . . quota reports and analysis . . . model building.

This 8-page article is quite a sales pitch for GE — should help to expand current accounts into the marketing organizations. Reprints are available on OLOS (900.35) and in Market File.

And the ball keeps rolling . . . Through Roseman's efforts Dick and **John Timmons** conducted a seminar/demo for pharmaceutical marketers in New York; **Mike Mash** was asked to give a pitch at an Eastern pharmaceutical marketing research group meeting. Contracts were signed, leads being followed up. And a large number of people are beginning to see that GE has answers for marketing problems.

PUBLICITY PROFILE

Customer name _____

City, state _____

Type of business _____

Department using application _____

Single location, networking, international _____

    Approximate number of locations _____

Length of time application in use _____

TSO involvement, if any _____

Library program or customer written _____

    If library program(s), which _____

Generic description of application _____

_____

_____

Special features or characteristics of application _____

_____

_____

_____

In your opinion, customer would probably authorize use of his company's name for referrals _____

    Leader write-up _____ press release _____ other _____

Your name _____ Dial Comm _____ Branch _____

THERE WILL BE NO RELEASE OF THE ABOVE INFORMATION WITHOUT FINAL APPROVAL BY MR AND CUSTOMER

Please return to H. B. Calkin, Manager, Advertising & Sales Promotion. Please include any information on the customer and application (such as annual reports, brochures, ads, manuals, etc.) that may be readily available.

fast-fax

* **Command Changes**
* **HISAM—Even Better**
* **Intl. Contest Winners**

HI, SAM!!!

Any customer who has learned to view the computer and its capabilities as a necessary and integral part of his business is very likely to want and need HISAM. These sophisticated customers will quickly see HISAM as the tool they need to firmly grasp and manage their more complicated data handling problems.

For those customers who haven't learned to rely on MARK III for anything much more complicated than problem solving, HISAM could very well be the tool you've been looking for to upgrade their thinking.

Any application requiring rapid, efficient access to large volumes of data is a natural candidate. And, where flexibility for handling unusual situations and/or providing for future business needs is required, HISAM is the choice.

Better Than Ever

A number of new capabilities added to HISAM provide greater power and ease of use; to wit: HSETUP, a conversational program, makes data base set up a snap.

Maintaining the data base in top condition for peak operating efficiency is easily handled. HISTAT describes the data base status and tells when maintenance is required; HCOPY performs the maintenance.

HERROR calls the user's own subroutine on an error condition. And, HWAIT automatically calls the user's subroutine when the data base is busy.

And, for your selling efforts we have a new user guide (#5606.02) and profile (#5606.03). HISAM was plugged in the September MARK III File and the profile was offered.

Concerned About Limitations?

Is there anyone out there in customer-land who wants to build a data base that HISAM can't handle? No chance! HISAM is specifically designed to manage the big, tough jobs.

Lots of data? HISAM can take 80 1000-page files. The data may be packed or unpacked in the random binary files. Different types of data? Variable record lengths and types are accepted. Complex program? FIV capabilities are just a CALL away.

(See HISAM — page 2)

Command System Changes

Three minor command system changes were recently deployed on all systems. Low-keyed announcement to customers is being made in LEADER and the September MARK III File.

AUTOSAVE now protects RBS, DSM and DSMT file input. If a communications disruption occurs while data is being input, all data having reached the central system will automatically be saved in a file previously designated by the AUT command.

A new IND option, TOMorrow, causes the IND job to start 24 hours after the time specified. For example, if the following command is issued at any time on 9/1, P1 will be executed at noon on 9/2.

IND-999,P1,,P2,,EAR(1200),TOM

Users who have implemented **Bob Goldstein's** perpetual run (See FAST-FAX, 12/25/72) will find that this new IND option eliminates the requirement for the SLEEP/WAKE program. This, of course, will prevent disruption of the perpetual run resulting from system shutdown at night.

Password underprint capability now covers nine more commands, e.g.,

CLASSIFY	CREATE
DESCRIBE	EQUATE
EXCLUDE	IND
MODIFY	PERMIT
REVOKE	

The one-page supplement to the Com-

mand System manual (#3501.01-1) that is included with this distribution provides complete documentation. More copies are available through OLOS.

Although these changes appear somewhat trivial in comparison with other recent enhancements, their value to you in various image reinforcement situations can be considerable.

Some of the ways you can use these changes are as follows.

> Another excuse to call on customers

> An opportunity to stress our emphasis on security features to protect customers' data and programs

> To plug IND's cost savings and convenience aspects

> Further proof that ISBD is constantly striving to improve the offering

BUSINESS WEEK
Profiles GE Link to Japan

Enclosed is a copy of a recent article on the GE-Dentsu partnership that appeared in *Business Week*. You are not likely to find a better statement of GE's presence in the international market.

The complete article will appear in the next issue of LEADER, due for distribution in mid-October. Extra copies (910.09) are available via OLOS.

GENERAL ✺ ELECTRIC

INFORMATION SERVICES MARKETING OPERATION

Data may be processed either sequentially or randomly, whichever suits the programmer's preference or need. Up to ten levels of dependent records are permitted. A four level dependency might be as follows.

    Customer name
        Invoice number
            Part number
                Quantity

Any programmer will quickly see that HISAM's "limitations" are anything but limiting. In fact, they offer sanction to tackle his largest and most complex data base.

Some Good Buzz Words To Use

ECONOMY AND EFFICIENCY — Advanced programming techniques using the efficient GMAP language minimize storage space, retrieval time and systems resources consumed. Operating costs are therefore kept to a minimum.

FLEXIBILITY — Designed to provide all the advantages of an integrated data base that can serve the needs of many departments and applications. HISAM's inherent flexibility allows easy accommodation of future business growth and development and the resulting changes in reporting and analysis needs.

TIME SAVING — Provides all tools necessary to build, access and maintain large business-oriented data bases. Prepackaged routines can easily be customized to fit most business applications. Built-in logic lets programmer concentrate on logic of the application rather than the details of the implementation.

HISAM Versus ISEQ

Both HISAM and ISEQ address the problem of building, accessing and maintaining large data bases. HISAM is more sophisticated and is designed to handle larger and more complicated applications.

The chart below names some of the major differences.

ISEQ

Fixed length records

One record type

Twenty 1000-page files

One level dependency

HISAM

Variable length records

Up to 100 record types

Eighty 1000-page files

Ten levels of dependency

HISAM In The Real World

HISAM's hierarchical approach reflects the way businesses operate and people think. In addition, this approach provides greater efficiency in record look-up. (For example, the data base consists of customer names and addresses, invoice numbers, dates, items, cost per unit, etc. If the program calls for a search for a customer name, the routines check only customer names and ignore other data.)

Margaret McCue, TSO, used HISAM for the Polaroid material management and inventory control system. "It's fast to implement — just a few simple CALLs handle so much of the work. HISAM kept development costs down as it performs a great deal of error checking and detail work automatically."

Remember the LEADER (Nov/Dec '72) article on Tenneco's Foam and Plastics Division and their order entry system? **Jim Rosinni**, Houston, reports that HISAM was used to establish and manage the three data bases used in this system — that's over 3000 DSUs — and, "it's working without a hitch."

FORTRAN Speaks English

A new FIV subroutine, ENGLISH, translates numbers into alpha monetary equivalents (i.e., 123.45 translates to one hundred twenty three and 45/100 dollars).

The calling sequence is

    CALL ENGLISH(DATA,BUFR,IPOS)

Where DATA is a double precision variable containing the number to be translated; BUFR is a string variable that will receive the alpha translation of DATA; and IPOS is an integer variable containing the starting character position for the translation in BUFR.

New NSS Offerings

Mass spectral search application with established user base now available. Until July 31 this package was available in the National Institutes of Health in-house system and averaged 60 sessions per day. List MASS** in your IPH56 user number for a list of 650 companies holding the NIH user guide. Federal Sales has already started a direct mail campaign with this list, so they'll know what you're talking about. Contact **Tom Choate** (8*272-4456) for further information.

From Electric Utility Engineering Operation, a package for economic evaluation of step-up transformer alternates; used for planning electricity generating plants. EUEO also offering a package to calculate reliability of electrical networks such as sub-station configurations.

Programs for retrieving, listing and comparing information on properties of plastic materials — data base included in package offering. Deals with vendors' individual compound offerings as well as general classes of materials. Supported by GE-Chemical Process Technology Operation.

A shell structures stress analysis package from Aircraft Engine performs analysis of shells of revolution with axisymmetrical loading; provisions included to allow cutting of load paths and input of user-supplied special members.

40,000 Untapped Terminals

That's right — 40,000 model 33 and 35 TTYs in business offices around the country that — from our point of view — aren't being used properly. They are TWX terminals that can be used on our network by the addition of a simple switch.

Installation of an "alternate use" switch permits the subscribers to move from the TWX network to the public phone lines and MARK III. Just set the switch and you have a TTY. Cost of the switch is $8.50/month plus an installation charge of $15 (if the switch is added to an existing TWX terminal).

Check around, that prospect may already have a terminal. For networking customers, remember that even the smallest office probably has a TWX terminal that can double as a MARK III terminal.

Switches should be ordered through local Western Union Telegraph sales offices.

2

Out With REMAPT- In With ADAPT

Effective October 1, REMAPT will no longer be available. Those customers who have not already made the upward move to ADAPT should do so as soon as possible. (Users are being informed of this change each time REMAPT is run.)

In most cases REMAPT jobs can be run with ADAPT with no difficulty; only a few control file statements related to printouts and post processing have to be altered. Some of the benefits that will be accrued with the switch are —

— freer format syntax
— part programs can be 2½ times larger
— nearly all parameters increased

REMINFO*** has further information and lists pertinent documentation. The ADAPT Supplement (#5304.41) lists the differences and provides information required for adapting REMAPT work to ADAPT. Further assistance can be obtained from **Wayman Braxton** (8*273-4456) and **Joe Schartman** (8*273-4589).

When You've Got It (FAL), Flaunt It

No one can question FAL's status as a winner — it was number one in accesses and number two in terms of CRUs generated in June, July, and August. Many trade publications picked up the FAL press release and ran with it — *Computer World, American Banker, EDP Daily* and *Weekly, Software Digest, Electronic News,* and many others.

And now, a number of conveniences and new capabilities have been added — just take a look:

o READD subroutine enables user to have multiple data sets in one external file. Thus, one file can contain all data required by a model that prepares reports for ten divisions, plus a consolidated report.

o Plot row versus row, row versus column, column versus row, column versus column, any row or column versus "time."

o Specify page width (up to 158 characters) and length — and change the specification during program execution.

o Purge any files created during FAL run.

o Separate hundreds, thousands, etc. with either commas or spaces.

o Indicate negative numbers with parentheses, minus sign on right or left of number.

Check the enclosed listing of FALINFO*** for syntactical details. The FAL profile (#5103.17) and user guide (#5103.15) have recently been restocked.

So, c'mon guys, let's flaunt FAL!!!

Statistical Analysis System- Sassier Than Ever

New data manipulation features, new statistical analysis modules and new auxiliary calculation functions have been added to STATSYSTEM. In addition, a global BREAK to READY status is now available, plus improved error checking.

No matter what kind of statistical work your customers are using STATSYSTEM for, this new release will start them drooling; for example:

Create RESTART or WRITE files; purge any files during run

Add new cases to a variable, delete cases, change position of cases

Two growth calculation forms

Two- and five-factor analysis of variance

Weighted or unweighted moving averages computed

Computation of autocovariances and autocorrelation coefficients

Computation of inverse sine, cumulative sum, standard deviation, median, etc. of a variable

This is just a partial list of the additions, check the enclosed listing of STATINFO*** for complete description and syntactical details.

P.S. A new supply of feature profiles on STATSYSTEM (#5707.00) is now in the warehouse, so you're armed to attack both current and prospective users.

International Contest Winners

	Name	Branch	Prize	Branch Mgr.**
1st	Norman T. Harrell	NY Financial	Trip	B. Barnard
2nd	Gerald G. Scherocman	NY Financial	$500 *	B. Barnard
3rd	Frank Tung	NY Industrial	$500 *	J. Timmons
4th	Jack W. Kajfasz	Western NY/Penn.	$500 *	R. McGregor
5th	Tom Montgomery	Western NY/Penn.	$250 *	R. McGregor
6th	Beth Stalford	Tulsa	$250 *	J. Kessler
7th	Dan Somma	NY Industrial	$250 *	J. Timmons
8th	Carl Fiorenza	Cleveland	$250 *	J. Spencer
9th	Robert Maraio	Central NY	$250 *	R. True
10th – tie	Bob Fondiller	Chicago	$250 *	B. Frisch
	Ed Mazur	NY Financial	$250 *	B. Barnard

*Gift Certificate   **$100 Savings Bond

3

What Hath Babbage Wrought

A TEST FOR TECH REPS

INSTRUCTIONS: *Read each question carefully. Answer all questions. Time limit: 4 hours. Begin immediately.*

HISTORY: *Describe the history of the papacy from its origins to the present day, concentrating especially, but not exclusively, on its social, political, economic, religious, and philosophical impact on Europe, Asia, America, and Africa. Be brief, concise, and specific.*

MEDICINE: *You have been provided with a razor blade, a piece of gauze, and a bottle of Scotch. Remove your appendix. Do not suture until your work has been inspected. You have fifteen minutes.*

PUBLIC SPEAKING: *2500 riot-crazed aborigines are storming the classroom. Calm them. You may use any ancient language except Latin or Greek.*

BIOLOGY: *Create Life, Estimate the differences in subsequent human culture if this form of life had developed 500 million years earlier, with special attention to its probable effect on the English parliamentary system. Prove your thesis.*

MUSIC: *Write a piano concerto. Orchestrate and perform it with flute and drum. You will find a piano under your seat.*

PSYCHOLOGY: *Based on your knowledge of their works, evaluate the emotional stability, degree of adjustment, and repressed frustrations of each of the following: Alexander of Aphrodisias, Rameses II, Gregory of Nicia, Hammurabi. Support your evaluation with quotations from each man's work, making appropriate references. It is not necessary to translate.*

SOCIOLOGY: *Estimate the sociological problems which might accompany the end of the world. Construct an experiment to test your theory.*

ENGINEERING: *The disassembled parts of a high-powered rifle have been placed on your desk. You will also find an instruction manual, printed in Swahili. In 10 minutes a hungry Bengal tiger will be admitted to the room. Take whatever action you feel appropriate. Be prepared to justify your decision.*

ECONOMICS: *Develop a realistic plan for refinancing the national debt. Trace the possible effects of your plan in the following areas: Cubism, the Donatist controversy, the wave theory of light. Outline a method for preventing these effects. Criticize this method from all possible points of view. Point out the deficiencies in your point of view, as demonstrated in your answer to the last question.*

POLITICAL SCIENCE: *There is a red telephone on the desk beside you. Start World War III. Report at length on its socio-political effects if any.*

EPISTEMOLOGY: *Take a position for or against truth. Prove the validity of your stand.*

PHYSICS: *Explain the nature of matter. Include in your answer an evaluation of the impact of the development of mathematics on science.*

PHILOSOPHY: *Sketch the development of human thought, estimate its significance. Compare with the development of any other kind of thought.*

GENERAL KNOWLEDGE: *Describe in detail. Be objective and specific.*

Although these test questions have nothing to do with Babbage, they certainly resemble some of the programming problems faced by our Tech Reps.

fast·fax

The Fortunate 500

Kangaroos on the terminal? You better believe it! MARK III reaches out to Australia this month and there's no way of telling who (or what) we'll find in the way of networking customers.

During November, MARK III (both Foreground and Background) became available in Australia. This makes red hot prospects of the 500 American companies operating in Australia.

Charlie Ray, International Accounts Manager, has found that 175 of these prospects are current MARK III users and 35 of them are international customers. The Australian Sales Plan calls for immediate and forceful targeting of the prime 35.

A questionnaire has been sent to each AR servicing one of the 35's offices. When the forms are all returned, a complete dossier on each account will be compiled and distributed to the participating ARs.

With this total picture of a company's current and projected applications/usage, plus the fact that they have already experienced the benefits of international

usage, getting the company to sign up for an Australian catalog should be platypus soup.

More Target Practice

Once we have completed the initial sales effort and locked in the prime 35 candidates, Charlie will be providing tips, leads and plans of attack for the rest of *our* Fortunate 500. However, there is no reason to slow down your efforts if you know of a company with offices in Australia that is not on the prime list.

This expansion of our service may be just the bait needed to get the 140 current MARK III domestic users swimming in global waters. And, the battle cry "MARK III's in Australia" could be used very effectively in getting the 325 non-user companies to take another look at our offering.

So, grab your International Access Directory, enter Australia with a red pencil and make some calls.

Help From Down Under

The authorized distributor, Honeywell Information Systems, Ltd., will be assisted by ISBD's **Bob Rogers** (formerly of the Hollywood, Florida Branch). Bob's help will assure a quick start-up on the local scene. In addition, Bob will be working on your prospects from the other side of the globe.

Initially, service will be available in Sydney and Melbourne; these two cities account for over 70% of all industrial production in Australia.

International applications will probably center on financial report consolidation, order entry, and scheduling. It is assumed that local businesses will take advantage of our scientific and engineering application packages as well as some of the user-oriented program generators. But, the potential uses — both local and international — are limited only by imagination and the customer's needs.

All about HSS

As the new, more user-oriented High-Speed Services continues to move forward, all systems are geared toward providing the assistance and information you need to push the revenue straight up. As indication of some current activity, the following articles are offered.

- a file that answers questions about HSS
- a suggestion for updating current users
- new guide for introductory HSS classes
- finding the breakeven point between 30 cps and 200 cps

This information should help in placing renewed emphasis on this portion of the total MARK III offering.

1 IPH 56 tells all (about HSS)

A new file (named 'HSS' appropriately enough) in the IPH56 catalog provides answers to questions frequently asked about High-Speed Service. **Karyl Curlee**, Product Support, reports that the file will be added to on an as-needed basis. (Newest information prepended.)

Highlights of the current version include the following.

- Validation Procedures — validate LTIDs through customer Administrative User or Mailbox.
- Restart After Disconnect — to resume output one page before interruption point, use the following mode card.

  *MOD OUT(*ALL),RESTART

- Input History — during input, wait sessions, an input history file is generated when entering system commands such as PRINT, RUN, etc. This file can be named and listed by specifying the mode card as follows.

  *MOD INP(LIS,OUT(HIST)),WAI

- Punched Card Output — CPUNCH on *LTID card is required to request punched card output. Example:

*LTID HSS,CPUNCH

- OUTPUT(*ALL)WAIT Warning — disconnect will not occur until the system goes down or a minute or two after the user disconnects the phone.
- LTID IN USE — this message appears when a session is initiated after a previous session using the same LTID which has not been logged off. It may also appear for up to ten minutes after a prior session has been abnormally disconnected.

2 Instructors guide

A new instructors guide for HSS introductory courses was provided to attendees of the technical seminar. Designed for use in sales presentations, new user lectures, and hands-on classes; the presentation can range from one to three hours in length.

A statement of the objectives and prerequisites of the class are included, as well as overheads and "what to say about them."

This 'field test' guide incorporates a number of new ideas and techniques. Please call **Ed Wetzel** (8*273-4506) with your comments so that the final version of this instructors guide can reflect your needs and desires.

3 Making current users happier

Listed below are the names, and dial comms of the TRs from your Zone who attended the recent HSS training session in Bethesda. Put their new expertise to work for your current High-Speed customers: have the TRs run a refresher class or two.

A good refresher session can eliminate problems and frustrations the operators face as a result of not knowing the full HSS story — nuances that may not have sunk in during the introductory session; new features they may not know about. For example, consider the plight of the operator in the following situations:

He is disconnected on the 399th page of a 400 page output and doesn't know about restart.

He has four reports to print, each on a different form, and doesn't know about the forms option.

Topics that might be covered in a refresher course are as follows.

Terminals
the new ones and what they can do
TOCs and how to use them
Dial-in
how to use
access numbers
Advantages GE offers
operator intervention
extended interactive capabilities
advanced technique capabilities
restart
User profitability
decreasing cost
improving thruput
Problems
diagnosis
corrective actions
Applications
examples to get them thinking about other uses of HSS

Northeast Zone
Richard Gariepy	8*235-9241
Paul Turcotte	8*264-5379
John Brennan	8*256-1995
Ellie Chase	8*225-4228

Eastern Zone
Alan Kantor	8*222-3631
Nell Stevenson	8*222-3640

East Central Zone
Denis Senko	8*273-4537
Judy Kramm	8*273-4712
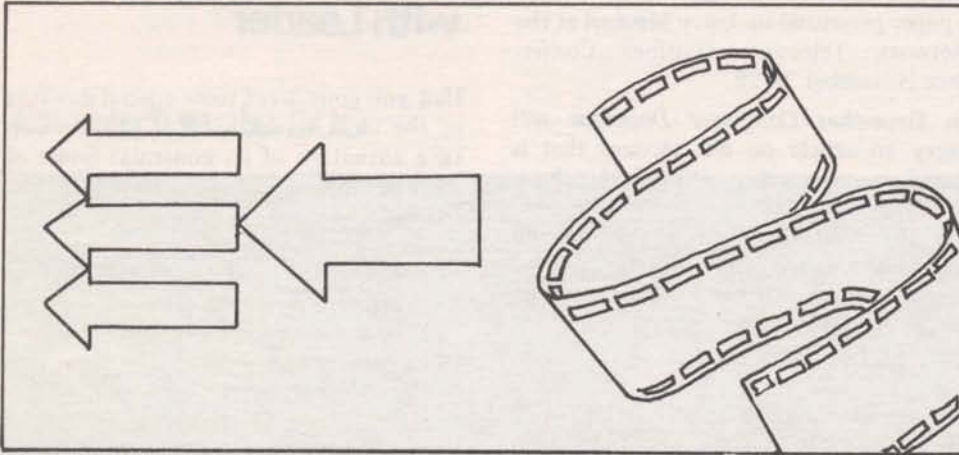
Central Zone
Karla Craft   8*323-8870
Diane Hare   8*324-2988

Southern Zone
Frank Gargallo   8*281-7680

Southwestern Zone
Dennis Gilstrap   8*351-3170
Ellen Kilpatrick   8*351-3220

Pacific Zone
Gil Case   8*432-5304
Beth Halliburton   8*432-5304

4 A little number crunching

A 300 baud terminal produces a maximum of 30 pages per hour at a cost of 45¢ per page (pricing option #3). HSS cuts the cost to 22¢/page (I/O plus TCH) and produces 110 pages per hour.

If the customer produces 3080 pages of output per month, he would offset the average incremental cost (about $600) of a HSS terminal.

Using the formula:

(pages x cost per page) + incremental cost of terminal

the results would be as follows:

HSS: 3080 x .22 + $600 = $1277.60
LSS: 3080 x .45   = $1286.00

Background moves forward

The new software release, referred to internally as BGH600, is currently in field test on system R and will soon be loaded on S. As noted in MEMO, all Background and Resource customers should be made aware of the new software and its impact on their programs.

For Background customers a free user number (IBB00222,INFO) and LIBINFO for Resource users contain complete documentation on the minor changes. STATUS*** is available to provide Background users with the current status of the software on system R. A similar file is available for Resource users.

The new software provides a number of benefits, to wit:

- permits trebling of system storage capacity

- keeps our offering current with the manufacturer's latest release

- and once in place and shaken down, it provides a base on which to add a number of enhancements that will provide users with new capabilities and more efficient processing (e.g., EIS COBOL and Activity Restart)

Supercenter film available

Reevaluation of the Supercenter film has resulted in the decision to release the version shown in the Kickoff '74 tour for general promotional purposes.

The next time you want to really floor a customer or prospect, call your Zone Manager to borrow a copy. Each Zone has already received one.

Pardon FAL's dust

FAL usage will really start kicking up the dust as a result of the nine seminars conducted by **Frank Warthen**. In a period of three weeks he reached about 300 customers and prospects in Chicago, Boston, Tulsa, New York, and Los Angeles.

You can kick up more dust by using the Instructors Guide that will be arriving in a week or two. The guide contains over 100 transparencies Frank used for the presentation, plus suggestions for use and a script.

Incidentally there is still time to call either Frank or **Ed Wetzel** so that your thoughts about the course can be factored into the final version. Whether or not you have seen it, your suggestions will be valuable.

Making up a list of people to be invited to your presentation should be easy — all financial-types in the world. Don't forget those inquiries you received as a result of the September bill stuffer. Frank received 150 plus return cards and will be forwarding them to the appropriate offices.

Dynamic Duo

As a follow-on to this sales-oriented presentation, Ed is preparing a student workshop guide. Containing both examples of use and workshop exercises, the guide will be modular to allow maximum freedom to the instructor.

The two would combine well for a full-day FAL presentation — the morning devoted to convincing management that FAL is the answer to financial analysis and planning problems and the afternoon for training end users.

Keeping MARK III out in front

Both this month and next are filled with speeches, trade publication articles, and presentations of papers — all designed to help teach the world that MARK III is the way to go. A brief run-down of some of the events is listed below.

On November 6, **Dr. Feeney** was the keynote luncheon speaker at the American Management Association conference on advanced EDP auditing, controls and security. His speech covered computer security and integrity.

An article on using MARK III for order entry work appears in the November issue of *Automation*.

Data Communications User, November, will highlight a panel of industry experts discussing the pros and cons of using a service versus establishing an in-house communications/computation network. Look for **Paul Wexler's** contributions.

Ken MacDonald spoke at the American Gas Association-Edison Electric Institute meeting on the uses of information services in the utilities field. This was held November 14-16 in Washington, D.C.

"Control of the Expanding Network — An Operational Nightmare" is the title of a paper presented by **Larry Mauceri** at the Network Telecommunications Conference November 26-28.

In December *Computer Decisions* will carry an article on our services that is based on an interview with **Bob Hench.**

On the West Coast, **Ron Fellows** will participate in the American Management Association meeting on "The State of Network Telecommunications and Computing." December 4-6.

We are also getting great coverage with GE shareholders. They saw the Supercenter film at the shareholders meeting in October, and the December issue of *GE Investor* will feature ISBD.
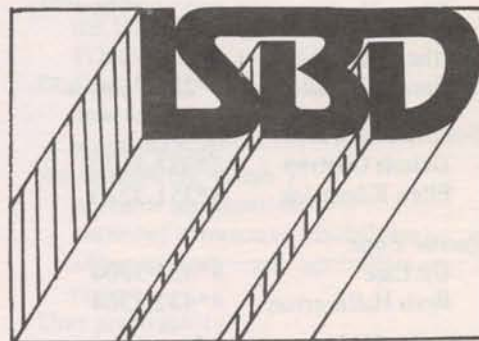
> How about letting us know about your activities? Speeches, papers, participation in meetings, forums, etc. Don't forget that all speeches and papers must receive appropriate approvals, including Legal. Call Hugh Calkin (8*273-4387) if you have any questions.

All you ever wanted to know about terminals ...but were afraid to ask

That's right, all the information you could possibly want about terminals that ISBD handles is located in the new Terminal Sales and Procedures Manual. Your copy — in a plain brown wrapper — is in the mail right now.

From our own terminal profiles to the manufacturer's brochures, from price lists (sale and lease) to configuration and accessory data — it's all in the manual. Incidentally, the manual is in binder form to make updating easy and to allow you to add any items you wish.

It's got forms!

Selling MARK III with Leader

Had you considered some special mailings of the most recent issue of LEADER to take advantage of its contents? Some of the possibilities that come to mind are as follows.

- Japanese prospects
- electric utility prospects
- MAP prospects
- t/s coordinators
- Coca-Cola affiliates

Lots of extra copies (#301.11) are available via OLOS.

lease agreement
sale agreement
service request
credit information request
bonus claim form

"How to's" are also provided: deinstalling and moving equipment, sending service/quality complaint memos to Waynesboro, the on-line order status system (CHA04000,PDATE) for tracking open terminal orders.

Covered in the manual are Execuport, Hazeltine, Datanet, and TermiNet terminals. **Ed Vandeven** planned ahead and included information on the TN-1200 that you'll be needing in the near future for Medium-Speed Service. (Orders for the TN-1200 are now being accepted.)