

fast-fax

- * Latest on New Software
- * BIS-PAC for Financial World
- * Folcroft Strikes Again

 **GENERAL ELECTRIC**
INFORMATION SERVICES

JULY 13, 1973

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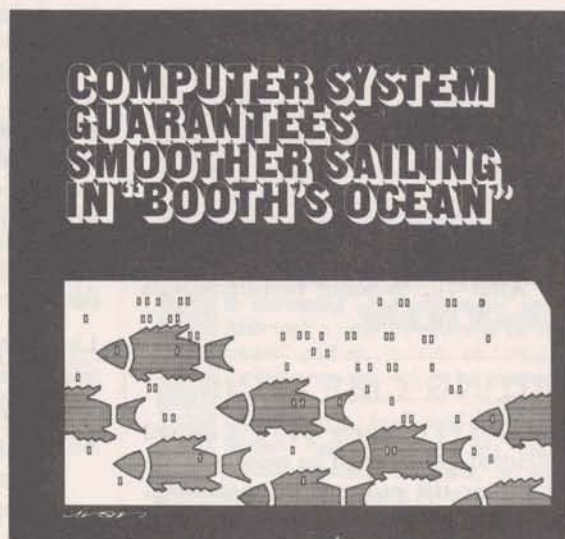
Product Management

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.



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.

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.



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.



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.

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

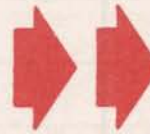
They did it! — a manual and demo package that pulls 5 programs together, forming an integrated package for the business and financial world.

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
PA300***
FINEX***

STATSYSTEM
FAL***

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 Ecoscope 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

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.

