

THE INFORMATION SERVICES

Leader

GENERAL  ELECTRIC

Partners In Innovation



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MARK III is a Trademark of
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GE transmits computer power to Moscow

General Electric demonstrated the world's first international commercial data processing network link with the Soviet Union at Electronmash-73, an electronic trade exposition held in Moscow, April 4 through 15.

During daily on-line demonstrations, GE representatives and many attendees of the show used a Mark III computer in Ohio for production scheduling, critical path method and business report generation applications. A GE representative reports that interest was keen. "Several hundred people would gather in anticipation of each scheduled demonstration."

Over ten thousand Russians visited the GE exhibit during the eleven day exhibition of electronic equipment.

The success of the special Moscow-to-London dial-up telephone link used to link the terminals to the Supercenter, clearly demonstrated the technological feasibility of such a service on a regular commercial basis.

The show was sponsored by the Moscow Chamber of Commerce and Industry.

ALASKAN PREMIUM LIFTED

In response to increasing usage of the Mark III service by firms based in Alaska, the Information Services Business Division announced that these customers will now be charged at the same rate as continental U.S. customers.

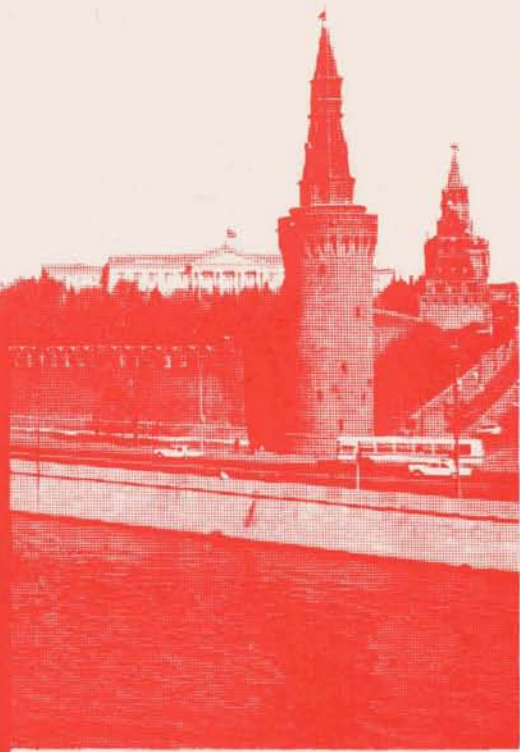
Effective April 1, the announcement eliminates a premium charged to partially offset the higher costs incurred in making the service available. Local dial-up service has been available in Alaska since November 1971.

TERMINAL PRICE REDUCTION

The TermiNet-300 ASR, a 30 character-per-second terminal with automatic send and receive capabilities and paper tape punch and reader, now leases for \$215 per month.

The 13% price reduction is in effect as of May 1. Customers currently leasing the ASR unit may take advantage of the price change by terminating their current contracts and signing a new one-year lease at the new price.

(Check with your account representative for further details.)



One of the GE representatives reports that, "At times we were in danger of being crushed by the mob as they strained to get closer and see more."

BILLING IMPROVEMENT

To eliminate any rounding discrepancies, two additional decimal places have been added to the cost figures on the monthly Invoice supplement.

Now, when the units on the Invoice are multiplied by the unit cost, the totals match rather than being just close.

This improvement should simplify monthly bill reconciliation.

LINK TO JAPAN COMPLETE

The Japanese link to GE's worldwide data processing network officially opened for commercial customers on April 18.

Speaking to Japanese businessmen at the inauguration of the new service, Dr. George J. Feeney, vice president and general manager of the Information Services Business Division, remarked that this expansion of the network meets two important needs.

"First, it provides an indispensable tool for the management of multinational firms by permitting geographically distributed access to common data files and computer programs," Dr. Feeney said.

"Second, the service provides Japanese industry with direct local access to the world's most powerful and economical data processing service."

The new offering is managed locally by Dentsu Advertising, Ltd. and culminates efforts begun in 1969 by General Electric.

GPSS NOW ON MARK III BACKGROUND

General Purpose Simulation System — GPSS III — has been added to Mark III background. Called GESIMTEL, it offers almost unlimited capacity and represents a considerable cost savings over foreground implementation.

Accepted as the most widely used simulation language in industry, GPSS is designed to analyze the work flow of almost any business or industry. With it, a user can set up a model of his current operations including facilities, employees, and schedules. From this model he may then identify bottlenecks, inefficient operating procedures or time delays.

Once a problem area is spotted, the user can then try various methods to eliminate it. Since the experimentation is done on the computer, the expense and possible embarrassment of real life experimentation is eliminated. The program is also useful in spotting trouble areas in beginning new operations or introducing new products.

Extensive background experience is unnecessary with GESIMTEL since the program operates in foreground to drive the job in background.

Contact your local account representative for further information on GESIMTEL.



Partners in Innovation



In looking back over the last seven or eight years at the development of our information services business, one has to be impressed by the innovative partnership that has developed between GE and its customers. We were the first company to recognize the benefits of providing individual users with access to centralized computer power and to frame this as a commercial offering. We were the first to implement an international network, marrying communications and computers to provide unparalleled power and flexibility in the solution of important distributed data processing applications. We were also the first to commercially offer interactive and batch processing in a single integrated service.

We recognize, though, that General Electric did not single-handedly produce these advances. Our partners in innovation have been our customers. It has been your requirements, your imaginative application of the service to solve your technical and business problems that has provided a constant pressure for increased scope and sophistication. Milestone applications in order entry and financial consolidation, in inventory control and construction management have resulted in new language capabilities, the ability to create customized user interfaces, increased control capabilities, and other features too numerous to mention.

For example, this Leader issue cites three examples of innovative uses of our service. In addition, customers made significant contributions in the design and test of the new financial analysis language just released on Mark III service. Their comments and a description of the language are also detailed in this issue of Leader. The new system enhancements package previewed is still another example of product features which have been developed to meet our common requirements.

It is our belief that the success of GE's information service is based largely on this beneficial interaction between company and customer — a dialogue that has resulted in the expansion of GE's service to meet almost any business data processing need, almost anywhere in the world.

As partners in innovation, GE and its customers are combining to break new ground in discovering ways to change the shape of business in today's world through innovative uses of remote data processing.

Paul W. Sage
General Manager
Information Services Sales Dept.

Innovation

NETWORK HONES COMPETITIVE EDGE FOR THREE FIRMS

Leadership in information logistics comes in many forms. The following pages illustrate three examples where the GE Network is providing the competitive edge, the extra opportunity or the resource that adds up to success in the marketplace. These range from a relatively small company utilizing the network to compete successfully with larger manufacturers while, at the same time, providing itself with an attractive source of additional revenue; to a large international concern, where the network is providing the means of keeping track of inventory on three continents.



CITIES SERVICE

CITIES SERVICE CO. — through its Plastics and Special Products Division, is perfecting a means of saving dollars for manufacturing subsidiaries through company-wide processing. At the same time, subsidiaries can give their parent corporation a better look at their operations by dual-accessing of data via Mark III service.



STAR SHIPPING

STAR SHIPPING CO. — a multinational concern based in Bergen, Norway, has, through Marine Management Systems of Stamford, Conn., utilized Mark III service to schedule cargo and vessels around the world. The results have cut shipping times and order routing problems. Soon, the company will be using timesharing to examine overall profitability of individual maritime operations.



HYDRO AIR ENGINEERING

HYDRO AIR ENGINEERING — manufacturer of automation machinery and fasteners for houses now has two new and valuable services to sell to their growing list of customers. Computer programs are available in the field to design lumber trusses, and to fabricate completed trusses using a minimum of materials. This expertise is now being inexpensively marketed overseas via GE's international network.

