



UPDATE

Meet UPDATE

The purpose of this new publication is succinctly summed up in its name: UPDATE. It is designed to keep all division employees better informed about our product, our people and the marketplace.

UPDATE's content will be even broader than that of the previous publications, NEWS-SHARE and FAST-FAX. Plans include coverage of:

- new service announcements
- employee relations news
- competitive and general market information of significance
- corporate news
- customer profiles
- employee recognition
- . . . and more

In short, our aim is to make your work more interesting (by providing a complete picture of the business world in which we operate) and easier (by keeping you posted on all significant activities that affect your work).

UPDATE will be published biweekly by advertising and sales promotion and should arrive on your desk every other Monday. If you are not on the mailing list, call Norm Otis (8*273-4468) to make sure you get UPDATE regularly.

UPDATE is designed for you. If you have any suggestions or ideas to pass along, the editors would like to hear them. Please call us.

Esther Fanfani - 8*273-4122
Monica Jordan - 8*273-4371

New Systems Department Organization

A new organization of the Systems Department, effective January 1, which includes the creation of a security operation section, has been announced by General Manager Ray Marshall.

"The primary purpose of the reorganization," said Ray Marshall at department meetings in Bethesda and Cleveland, "is to increase the efficiency of the Systems Department in addressing the major new challenges of 1974."

The Systems Department is now organized into five sections: network operations, supercenter operations, security operation, operations planning and quality assurance. New section manager appointments are: Gerry Gay to network operations, Dick Lewis to operations planning and Peter Browne to security operation.

Gerry Gay joins Systems from the Technology Operation where he was manager—communications systems hardware. Dick was formerly manager—network operations. Peter is joining the division from State Farm Insurance Company in Bloomington, Ill. Ray Marshall detailed the responsibilities of each function at the general meetings.

Operations planning is responsible for the deployment of foreground and background equipment. It includes the responsibility for all division facilities and procurement. Bill Brill continues to handle foreground deployment as well as provide the interface to network operations to support them in communications planning. Conrad Persels is manager—background deployment and Howard Robinson continues as manager—procurement. Alan Paul assumes responsibility for all division facilities, ranging from the layout of computer centers to managing headquarters facilities.

Security operation is responsible for the formulation of security plans and procedures and the auditing of systems security.

Network operations is responsible for operating the communications network from the central concentrator to the customer's terminal. This section is also responsible for interfacing with the foreign distributors to assure uniform management and operation of the services network. The major change is to elevate the two operation functions to sub-section level—in the past they were combined in one function. Gene Shanklin, who continues as manager—network transmission, now reports directly to Gerry Gay. Jim Rowley, previously manager—network distribution in the west, is now manager—national network distribution. John Wallis continues as manager—communication planning, responsible for port planning and establishing

requirements for low speed and high speed concentrators.

Supercenter operations, with Al Jones continuing as manager, is responsible for the operation of the computer centers of the division. Reporting to him are Dave Simshauser, manager—foreground operations; Joe Takitch, manager—background operations; Jim Bellomo and Wayne Rice are appointed managers of the Maryland Center and Ohio Center respectively; Al Orlop is appointed manager—remote operations which includes all remote centers; and Ray Bullock is manager—facilities management projects.

Quality assurance under Zigi Quastler consists of four functional organizations. Dave Clark has been appointed to manage foreground systems quality. Verk Eubanks heads background systems quality and Ralph Taylor manages communications systems quality. Bill Bacon moved over to take charge of the projects and measurements activity, which includes total system quality assurance.

Ray Marshall summarized: "I am confident this new organizational alignment will be a big step toward improving overall productivity which is one of the principal departmental goals in 1974."

EIS COBOL Change

Background customers wishing to take advantage of the new EIS COBOL may do so by simply recompiling existing object code programs under the new software.

This is contrary to instructions previously published in NEWS-SHARE, 12/21/73, which indicated a need to change the language definition card. This change in the implementation plan enables Background customers to automatically benefit from the more efficient EIS COBOL.

\$ COBOL and \$ COBOL EISF cards call the EIS compiler; for non-EIS, use the \$ COBOL NEISF language definition card. No change to source programs is required.

GENERAL  ELECTRIC

New Sales Tools Available

Financial Reporting Communiport — in one 12-minute package, the complete story of why any company with multiple locations should be using the MARK III network for financial reporting and analysis. Security, programming services, cost control, audit trails, FAL, MAP, customer examples, and all the questions or objections you are likely to encounter with a financial prospect are addressed. Tapes and slides are enroute to all branches.

All Purpose Folder — for meetings and special occasion hand-outs, a new mosaic folder with pockets for literature is now available. The cover is a duplicate of the black mosaic posters, without "MARK III" at the top. When the occasion warrants, an appropriate title can be silk-screened across the top of the cover locally. 900.28

TSO Brochure — attractive, new sales tool for use in promoting Technical Services' programming support and systems analysis capabilities. Should be used to 'close the deal.' 6300.01

Training Brochure — describing ISBD's national training curriculum. An aid in selling comprehensive training programs to upper management and an excellent leave-behind with new or prospective customers. 4001.01

Customer Pens — World Leader in Information Services' pens, similar to the Kick-off '74 pens, available. 900.38

GE Investor — extra copies of December issue, already distributed to **Leader** mailing list. 910.11

Dec/Jan Leader — highlighting Folcroft, First Wisconsin Bank and Kysor Industries. This 24-page, 4-color issue will be distributed this month, extra copies available via OLOS. 301.12

Sales Manual Profiles — eight have been updated and are being distributed. Also, a major restocking effort should ensure availability of all profiles.

Literature Tip-on — generalized, with provision for insertion of a business card, designed for responding to customer and prospect inquiries — just slip it over the profiles or manual. 900.09

Market Topics

Editor's Note: The following is excerpted from Information Services Market Topics, a synopsis of relevant market news in the business press prepared by Phil Berns, consulting specialist in market analysis. Future issues of UPDATE will contain Phil's complete report and Market Topics will not be published as a separate document. Phil may be contacted for more details on 8*273-4336.

Scientific Time Sharing Corp., Bethesda, Md., now offers its APL*Plus services toll-free in 36 cities in Canada, U.S. and England, has established sales and support offices in 18 of them. Recent expansion includes Columbus, Cincinnati, Dayton, Charlotte, N.C., Tampa and St. Petersburg, Detroit. Replacing 370/155 with 158 in Jan.

Remote Computing News, Nov.

Interactive Data Corp. introduced Fast-price which it claims will allow mutual funds and other financial organizations to update portfolio values automatically within 30 minutes of NYSE and ASE closing.

EDP Daily 11/1

ComShare announced enhanced services in UK including remote job entry

and new BASIC compiler for its Sigma services.

Remote Computing News, Dec.

UCC Europe anticipates 25-30 percent growth in 1973 with profits at 10%.

Remote Computing News, Dec.

On-Line Systems opened branch offices in Baltimore and Cleveland bringing firms' total to 14.

Remote Computing News, Dec.

NCSS will begin operations from its new data center in Stamford, Conn. in Jan. with an IBM 370/168. New center will have UPS. NCSS also said to be exploring lines to France and Germany.

EDP Daily 11/29

Remote Computing News, Nov.

BCS and First Commerce Corp., New Orleans, have formed First Boeing Data Services, Inc. New firm will offer data processing services to banks and other financial institutions from former FCC facility in New Orleans and from centers in Houma, Lafayette, Lake Charles and Ruston, La. The service centers will also be connected to the BCS network and will market BCS products in La., Miss., and Ark.

EDP Daily 12/27

Savings and Security Prices - 1973

The stock price is the average of the closing prices of the stock on the New York Stock Exchange for each trading day in the calendar month.

The fund unit price is the average of the daily fund unit prices, determined for each trading day on the New York Stock Exchange in the calendar month by dividing the number of fund units into the net asset value of the fund.

MONTH	STOCK PRICE	FUND UNIT PRICE
January	\$71.827	\$39.727
February	\$68.493	\$38.041
March	\$66.125	\$37.621
April	\$62.613	\$35.990
May	\$59.403	\$34.874
June	\$58.452	\$34.375
July	\$60.113	\$35.568
August	\$59.973	\$35.930
September	\$60.408	\$36.217
October	\$66.114	\$36.572
November	\$63.839	\$33.776
December	\$60.131	\$30.663

The following represents the closing price of General Electric Stock and Savings and Security Mutual Fund Price on December 31, 1973:

Stock: \$63.000 Fund: \$31.210

Information Services Systems Department

Raymond W. Marshall, General Manager

Network Operations

Network Transmissions
Network Distribution
Communication Planning

Manager

Manager
Manager
Manager

Gerald A. Gay

Eugene Shanklin
James A. Rowley
John P. Wallis

Supercenter Operations

Foreground Operations
Background Operations
Maryland Center
Ohio Center
Remote Operations
Facility Management Projects

Manager

Manager
Manager
Manager
Manager
Manager
Manager

Albert F. Jones

E. David Simshauser
Joseph D. Takitch
James N. Bellomo
I. Wayne Rice
Alfred J. Orlup
Raymond P. Bullock

Security Operation

Manager

Peter S. Browne

Operations Planning

Foreground Deployment
Background Deployment
Procurement
Facilities Projects

Manager

Manager
Manager
Manager
Manager

Richard J. Lewis

William F. Brill
Conrad G. Persels
Howard E. Robinson
Alan E. Paul

Quality Assurance

Foreground Quality
Background Quality
Communications Quality
Projects and Measurements

Manager

Manager
Manager
Manager
Manager

Zigmund Quastler

David J. Clark
Verkuel N. Eubanks
Ralph H. Taylor
William R. Bacon



Management Awards Presented

Management awards, given in recognition of unusual leadership, ingenuity, or accomplishment, were presented to ten employees at the division year-end meeting held in Bethesda. Award recipients were:

Fred Banan, consulting system specialist — for contributions toward software design and implementation of the IOM and DS190 features in the Mark III foreground system, under difficult time and resource allocation constraints.

Larry Capriotti, senior systems analyst — for work in recovering accounting data and rectifying system accounting problems which frequently involved 24 or more hours of continuous duty.

Helen Ebaugh, secretary — for consistent demonstration of personal initiative, excellent judgment, and overall outstanding performance and producing vast quantities of high quality work within short time constraints.

Frank Gibbins, manager of salaried employee relations — for extraordinary effort in planning the new integrated salary management plan, which required extensive study of benefits plans, and negotiations for approval of Corporate Employee Relations.

Susannah Lee, one of ten winners of management awards, receives check from George J. Feeney, Vice President and General Manager.

Peter Janca, field representative — for outstanding contributions to the success of the division's presentation at GE's Utility Executive Conference held in September.

Susannah Lee, manager of payroll preparation — for outstanding performance in converting to the new division payroll system this year. Susannah worked several 7 day weeks, and took a course in computer science which assisted her in establishing a smooth implementation of the new system.

Rod Lemberg, market analyst — for development of the on-line customer catalog system known as Sales Analysis Measurement System, on his own time, averaging a 65-hour work week.

Tom Newton, network distribution specialist in Los Angeles — for successfully establishing the Australian network distribution point, despite widespread telephone and electric utility strikes during the seven weeks he was in Australia for installation, checking and testing.

Jacques Perron, central systems project manager — for modifications to increase the capacity of the permanent storage system by 43%.

Don Winemuller, service desk specialist — for dedication and success in streamlining service desk procedures, resulting in several unsolicited customer letters of appreciation.

25 Years' Service Noted

Frank Hopkins celebrated his 25th anniversary with General Electric on January 3, with Ray Marshall, General Manager of the Systems Department, Zigi Quastler, manager of quality assurance, and Bill Bacon, manager of projects and measurements. Frank, who is

Frank Hopkins, second from right, receives congratulations from Ray Marshall, on his 25th anniversary with the company. Far left is Bill Bacon, and Zigi Quastler.

project leader of communications availability, has been with Information Services since 1969.

After receiving his BEE from Ohio State University, Frank started work for GE at the Transmitter Division in Syracuse. From 1951 to 1966 Frank was with the Communications Product Dept. He was with General Learning Corporation and Command and Information Systems Department prior to joining this division in the Systems department.



