



UPDATE

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

Jan. 6, 1975
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ISBD Launches CRISP III/70 Service

Last Monday Information Services began a limited pilot sales campaign on the division's newest commercial offerings, CRISP III/70 Service. "CRISP" (Conversational Remote job entry IBM Services Products) is a service utilizing the IBM 370/158 processing system with an up-to-date OS/VS2 (Release 1.6) operating system which will enable thousands of current users with in-house IBM systems to acquire additional computer capabilities through the international MARK III network.

The new service has been in development for several months and has been field tested with the cooperation of a number of prospective customers. The field testing is now complete with such a measure of success that nine of those customers have already subscribed to the new service on a paying basis. Among the division's first CRISP III/70 customers are such notables as Continental Oil Company, Texaco and Proctor and Gamble.

Chicago was the location of the new service's first field training course this week. Four AR's and two TR's from each of the Chicago and Houston Branches, where the service will be initially introduced, were on hand for intensive training by Jim Babcock, Manager, IBM Services Marketing Program; Harry Hearn, Manager, IBM Sales Development; and Barry Siegall, Manager, IBM Marketing Plans. Next week the four TR's are to be in Rockville for seven additional days of CRISP III/70 technical indoctrination.

The pilot effort, targeted to specific MARK III users and major current IBM in-house users in the Chicago and

Houston areas, will run through the end of February. During this period, all sales efforts and prospect responses will be carefully monitored to explore the most promising marketing methods and techniques. The service will be introduced nationally and internationally later this year.

Paul Wexler, Manager, Marketing Operation, who has overall responsibility for the project, said: "This is the first time in computer history that thousands of IBM users will be able to obtain almost unlimited additional data processing through ninety percent of the world's business telephones using their existing programs and terminals. The marketing potential for CRISP III/70 Service is really significant."

Jim Babcock believes that because of the great preponderance of in-house IBM systems in the business world, revenue possibilities are really exciting. "With 70 percent of the major

American concerns already using IBM hardware and software," he said, "CRISP III/70 Service opens up a vast new market for the Information Services Division."

The hardware, a large-capacity IBM 370/158, is already installed and commercially operating in the Maryland Center. The system features the OS/VS2 operating system which provides Virtual Storage, a configuration capable of programmable address space of up to 16 million bytes. Additional capacity will be added as required, to support the expected revenue growth.

While the pilot CRISP III/70 sales campaign is pursued in Chicago and Houston, an intensive schedule of AR and TR training programs will be organized to orient the division's field personnel in preparation for the national and international introduction of the new service. UPDATE will keep readers posted on CRISP III/70 progress as the program develops.



Jim Babcock, Harry Hearn, and Barry Siegall look over the Maryland Center IBM hardware.

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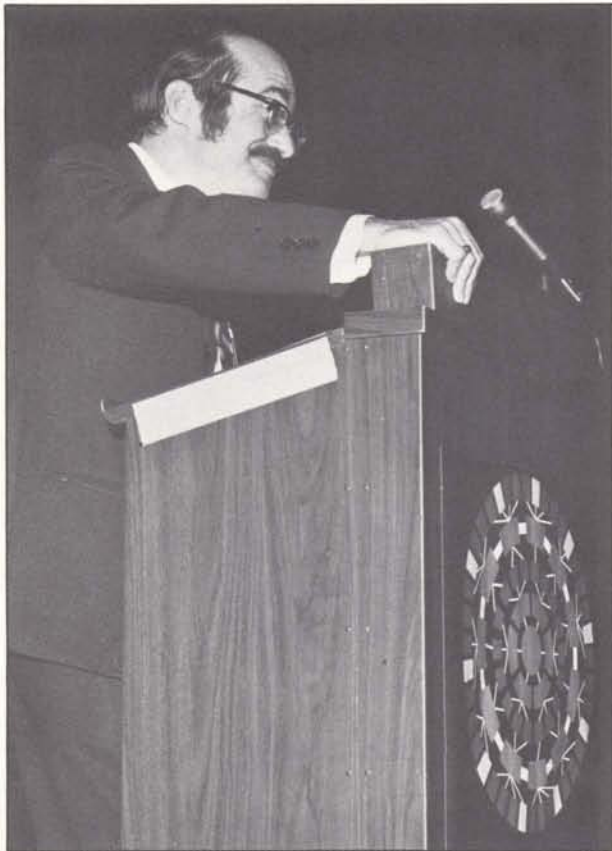
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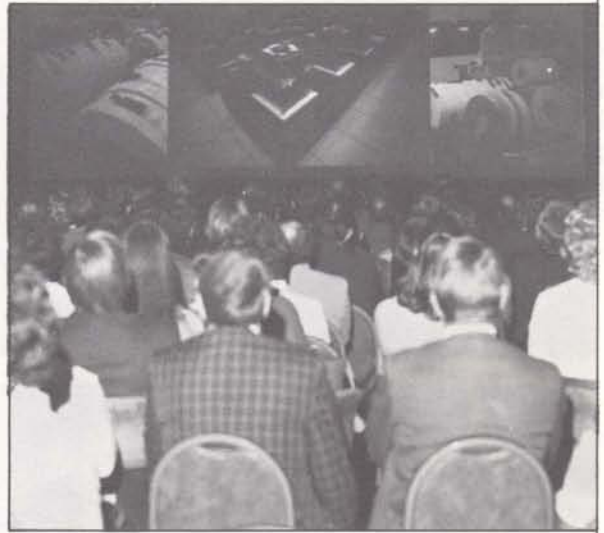


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Esther Fanfani, editorial specialist
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Scenes from the Annual Headquarters Meeting Held December 20



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Banking Industry — Full Speed Ahead

Jim Brady, manager of banking industry sales, quotes figures from Quantum Science that boggle the mind. "Spending over \$2 billion a year in data processing puts the banking industry second only to the U.S. government in its use. Banking is the third largest industry user of remote computer service in the United States. The top three banks in the country have combined assets greater than the combined assets of the top eight Fortune 500 companies. The banking industry is forecast to grow at 30% a year and by 1976 should be the largest user of outside data services."

Jim has nearly four years of General Electric, Information Services, and banking industry sales behind him, and is proceeding with enthusiasm to increase business with our present banking customers, and to reach the primary market of the top 100-150 banks of the 13,000 in the U.S. The banking industry maintains the highest percentage of in-house IBM equipment in the country — putting CRISP III/70 service into the picture.

"We will stress the international network which is pertinent to the top 50 banks," says Jim of his sales plans, "and we will push our new and projected offerings to present customers."



Jim Brady

1974 Medical Claims Must Be Filed

Have you claimed your 1974 medical costs yet?

Bills for 1974 medical expenses covered by the General Electric Insurance Plan must be submitted by the March 31, 1975 deadline.

A statement of claim form (FN-688-XS) must be completed each time an employee submits a claim for covered medical expenses for himself or a qualified dependent. These forms are available from the medical insurance office, Gwen DeLacy, in Rockville.

Here are a few general tips that should help you in filing your medical insurance claim correctly and completely:

- Pharmacist's bills for drugs and medicine requiring a physician's prescription must include the prescription number, the date dispensed, full name of the patient, full name of the employee, and the amount charged.
- Physician's bills may be attached to the statement of claim instead of having the physician or surgeon complete the appropriate portion of the form if the following information is included on the bill: name of the patient and employee, dates of treatment, diagnosis, amount of the charge, and the name and address of the physician.

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