



# UPDATE

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

July 7, 1975  
301.38

## New Bus Adapter Goes Commercial — Greater Capability, Increased Flexibility

Everybody in ISBD has been talking about it for months . . . and many have been working very hard on it for still longer. Now it's a reality. After more than a month of successful field testing, the bus adapter is scheduled to go commercial next week.

What is a bus adapter? It's a dynamic device . . . in this case, a mini-computer . . . which serves as an interface between our foreground and background systems. It is replacing what has been called a "bridge" for communication between our interactive and remote batch systems. Until now, the bridge was probably the most efficient method of F/G-B/G communication in the industry.

But the highly complex ISBD-developed bus adapters will relegate the bridge to the Smithsonian, along with steam locomotives and horse-drawn carriages.

The bus adapter is designed to be far more efficient, bringing more reliable service than ever to ISBD customers, as well as a high degree of interface sophistication.

Although not all the capabilities of the bus adapters are yet realized, they should result in a number of improvements in our service. For example, the bridge was only capable of communicating between a particular foreground central processing unit and a particular background processing unit . . . not that this in itself was any small technological accomplishment, of course. But the bus adapter is designed to communicate with a number of foreground systems and a number of background systems, including both Honeywell and IBM equipment, up to a total of 16 at one time.

This interface will initially be limited to selected foreground CPU's and Systems R and S in background; but it will soon interface with our IBM 370

equipment (to be known as Mark III/70 capability) as well. This means that eventually a user will be able to sit at one terminal in his office and

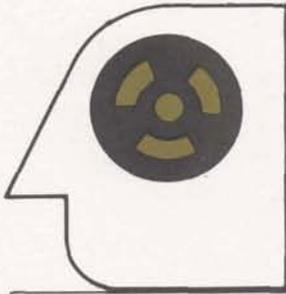
*Continued on page 2*

## Robbie in Rockville — See Story on Page 6



*"HE'S ALIVE!" Kathleen Gregory, Foreground Systems Secretary, discovers quite suddenly that Robbie the Robot moves, talks, whirs, clanks, revolves, grinds and lights up. Bill Ryder (left), Senior Systems Specialist; and Lou Schreiber, Programming Specialist, enjoy Kathleen's reaction at the recent Technology Meeting where Robbie was an honored guest.*

GENERAL  ELECTRIC



## Bus Adapter *Continued from page 1*

interface, through a foreground processor, with any of several background systems, depending upon his needs and his catalog validations. It is also designed to make possible the highly touted "shared files" capability . . . the valuable ability for two or more central processing units to access the same data file simultaneously.

Another limitation of the bridge is that F/G-B/G communication had to always remain within the same "facility," or interconnected group of systems. The bus adapter is designed to be capable of cutting across facility lines to enable any foreground processor to communicate with any background processor, no matter what facility each is in. This will multiply ISBD's load-balancing abilities to obtain still greater efficiencies from our computer resources.

If one system should go down, another can much more easily be brought in to bear the load, without the necessity of hauling bulky equipment or cables from one location to another.

The bus adapter will also make it much simpler to use a certain central processing unit as a foreground system throughout the day; then bring the very same system back up at night as a background system. The reverse, of course, is also true: any background system can be shut down and brought back up as a foreground system whenever additional interactive processing capacity is needed. This virtually optimum use of our computer power should improve the division's competitive edge.

With the cooperation of number of ISBD customers, field tests began in early June. These tests moved a step further June 19 when, for a specified number of hours each day, one or more of our foreground systems have been running with communication exclusively through one of the new bus adapters.

Any customer making use of background on one of those systems has been making use of the bus adapter. Chuck Stevens, Senior Systems Specialist, said that although this is not generally customer visible, the users have been given a listable file called BUSINFO\*\*\* by which they can learn whether or not their interface with background is by way of the bus adapter.

Optional use of the bus adapter has also been available to users. A schedule of bus availability is in file BUSSCHED\*\*\* on each system which accesses background. During periods when the bus adapter is available at the user's option, the user can select either the bridge or the bus adapter.

Chuck added that we are still only scratching the surface in terms of utilizing the bus adapter's full capabilities. "There are still a whole lot of uses and benefits down the road that we'll eventually realize," he said.

To obtain additional information or answers to specific questions on this

subject, call Mike Yourtee, Senior Systems Specialist, at 8\*273-4571.



*Christine Intihar, Background Computer Operator, Brook Park, examines a new ISBD bus adapter. Although only about a third the physical size of the bridge it replaces, its capabilities are far greater.*

## Wrong Number Again?

If you frequently reach wrong numbers after consulting the ISBD Telephone Directory, in some cases it could be because the person you're trying to reach has changed locations or jobs since the last directory was published. But in many cases it has been because those who compile the directory were not informed of a change, perpetuating an old erroneous number.

Sam Wenck and his people are in the midst of getting everything together for a new directory. Make sure your information . . . name, title, location and phone number . . . are right. Also, do you know of any other

individuals who have moved or left ISBD whose names continue to appear in the directory? Please let Sam know. For any changes, use the forms on the last page of your current directory. Changes may be submitted until July 18, just 11 days away.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8\*273-4387.



## ISBD's New Currency Exchange Data Base Program Now Commercially Available on Mark III Service

General Electric's much-touted Currency Exchange Data Base became fully commercial last Monday after a period of comprehensive field testing and debugging. It is expected to gain many Mark III Service customers because it provides a solution to numerous international money management problems which have become so vitally important in recent years to firms with overseas holdings.

Rates of exchange among the world's major currencies shift from hour to hour. Widely fluctuating free-floating currencies and worldwide double-digit inflation further complicate the fast-moving international monetary scene. If a company, for example, decided to divest itself of a multi-million dollar asset in Pounds Sterling, for example, it could lose . . . or gain . . . many thousands of dollars in the exchange, depending upon when the exchange was made, and into what currency it was changed. Such decisions can be very important in the profit/loss picture of any company whose business crosses national borders.

Brian Garnichaud, Product Programs Manager, who is deeply involved in the marketing of the new data base, believes this program is the best solution available to help provide the information decision-makers' need to take a wide variety of currency actions.

"We think this is the most comprehensive, flexible, easy-to-use currency exchange program ever created for money management," Brian said. "With the expected advent of price-level accounting requirements the indexes . . . specifically the Gross National Product Index . . . will be more valuable as they will provide necessary data for accomplishing this complex auditing function."

The program covers 44 currencies of 36 countries throughout the free world. These include 36 official currency rates and eight commercial (free) rates.

The data base itself was created primarily from International Monetary Fund information using International Financial Statistics tapes. It is updated every morning after opening flurries settle, from information provided by the International Treasury Division of Marine Midland Bank.

Once users have accessed the data base, they can obtain the very latest data on 19 high-demand currencies of 17 countries. These include bid and offer rates (New York openings), futures for one, three, six and 12 months, over the past 90 trading days.

Monthly data on 44 currencies for 36 countries is available, including monthly average and close rates, wholesale price index and the central bank discount rate, over the previous 120 months. The quarterly GNP deflators for the U.S. are also presented.

Yearly data on these 44 currencies is available which includes the annual average and close rates, wholesale price index, central bank discount rate and the GNP deflator, over the previous 28 years.

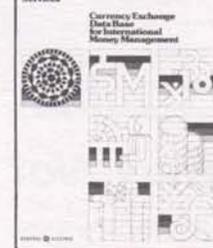
Prime sales targets for the Currency Exchange Data Base include multinational firms who need to evaluate foreign capital assets, import/export transactions or any other operations involving foreign money transfer.

The data can be used to measure and express currency values in relation to each other, to manage the exposure of business to currency fluctuations, to reflect the current position of a com-

pany's outstanding foreign contracts, to maximize gains in money transfers, to minimize losses by refinancing in more advantageous currencies, to make judgments for "futures" transactions, to reduce unnecessary money exchanges between international subsidiaries and affiliates, to track the historical measurement of transfer/purchase, and loss/gain transactions, and to conform to Federal Accounting Standards Board recommendations.

The new system was developed by Lou Schreiber, Programming Specialist; with assistance from Jim Wylie, Senior Systems Specialist, and Al Diamant, Senior Systems Analyst. Documentation was by Roy Gamer, Technical Writer. Updating routines were created by Al Diamant. Daily updating is done by Gerri Jackson of MAP Services; and design specs were the responsibility of Dana Lowry, Systems Analyst.

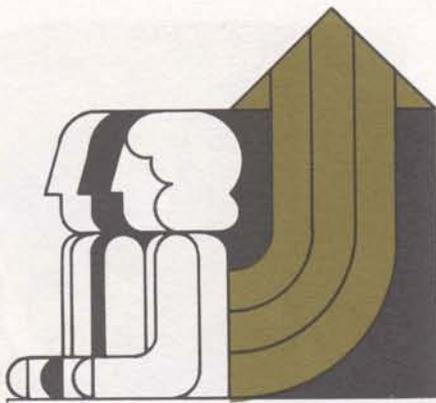
An attractive sales brochure has been prepared by Joanne Thyken, Sales Promotion Specialist.



It is now available and its publication number is 5103.21. Field personnel should note that before a customer can access the Currency Exchange Data Base, he must

sign a disclaimer (800.20) which absolves GE of any responsibility from liability for any effect caused by decision making based on the information provided in the data base.

Questions related to the Currency Exchange Data Base should be directed to Brian Garnichaud (8\*273-4659).



## People On the Move

Carl Anderson, from Senior Account Rep, Los Angeles; to Zone Support Manager, Torrence.

Larry Beverly, from Systems Technology Achievement Program; to Programmer, Rockville.

Lois Brown, From TAP Intern, to Programmer, Rockville.

Pamela Burck, from Analyst, Computer Systems, Rockville; to Technical Services Specialist, Houston.

Ronald Lewis, from Account Rep; to Account Manager, Los Angeles.

Joseph Malinak, from Computer Operator; to Senior Computer Operator, Brook Park.

Steve Mudrick, from Programmer; to Quality Integration Specialist, Rockville.

Thad Webster, from Account Rep; to Senior Account Rep, Tulsa.



Carl Anderson



Larry Beverly



Lois Brown



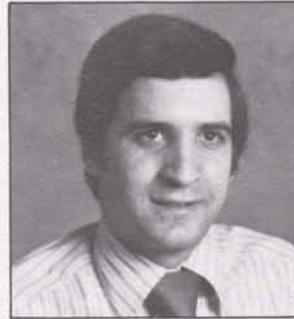
Pamela Burck



Ronald Lewis



Joseph Malinak



Steve Mudrick



Thad Webster

## 4417 May *Not* Be the Number to Call!

Probably the most commonly used "wrong number" in the Rockville office is 4417, which, we're told, everybody seems to want to use for everything pertaining to payroll and employee financing.

Actually, 4417, which belongs to Art Cleary, Personnel Accounting Manager, should *only* be used for matters pertaining to pensions. For other employee money matters, try these numbers:

For cash advances, cashier matters,

insurance claims, medical claims and petty cash, call 4220. That's Gwen DeLacy, Insurance Benefits Administrator.

Relative to payroll preparation and time cards, Sales Department personnel should call Bonny Galbraith, Records and Reports Administrator, at 4429; Systems Department personnel should call Cheryl Hicks, Salary Payment Plans Administrator, at 4496; and all others should call Lily Tan, Salary Payment Plans Administrator, at 4144.

For questions on Savings and Security, call Madeline Davis, Compensation Accounting Specialist, at 4418. Employment verifications should be checked with Nancy Rizzi, Payroll Processing Manager, at 4434.

It isn't really necessary for you to keep this copy of Update in your pocket forevermore; all this information is contained in the "yellow pages" of your own ISBD telephone directory!



## Industry News

### Excerpts from the Trade Press

#### CSC

"... earnings, bolstered by a contribution from Infonet, rose to \$3.6 million or 26 cents a share compared with \$1.6 million or 12 cents a share in the year ending March 29, 1974... Infonet... generated revenues of \$37.9 million, up 65% over \$23 million in 1974..."  
*Computerworld, 6/4/75, Page 46*

Computer Sciences Corp. has added a set of computer programs for static and dynamic structural analysis to Infonet... Called the Mechanical Design Library, the programs were developed by Structural Dynamics Research Corp... and are designed to enable engineers to solve a range of problems in machinery design..."  
*EDP Daily, 6/16/75, Page 321*

#### NCSS

"... revenues grew 38% to \$32.6 million compared with \$23.7 million for 1974. Earnings totalled \$1.8 million or \$1.67 a share compared with a restated \$2.1 million or \$1.91 a share including a... tax credit in 1974..."  
*Computerworld, 6/4/75, Page 46*

#### BCS

"The Education and Training Division of Boeing Computer Services has opened a computer training center... in New York City."  
*Computerworld, 6/4/75, Page 46*

#### UCS

"The Fortran subroutines packaged by International Mathematical and Statistical Libraries, Inc. (IMSL)... are now available in batch mode..."  
*Computerworld, 6/25/75, Page 15*

#### Comshare

"Certified public accounts... can control in-house operations as well as manage client work more efficiently with the Comshare Professional Accounting Systems and Services (Compass) capabilities... Compass provides access to a range of programs including both Time and Billing and project accounting systems applicable to the user's own operations..."  
*Computerworld 6/25/75, Page 15*

#### Rapidata

"Rapidata... has announced a new financial applications service, Fiscal."  
*EDP Weekly, 6/9/75, Page 4*

#### On-Line Systems

"A new computerized human resource management system, called Share (System for Human Resources) has

been announced... Reports generated... conform with federal demands in the areas of affirmative action, EEOC ERISA (Employee Retirement Security Act) and OSHA (Occupational Safety and Health Acts)..."  
*EDP Daily, 6/12/75, Page 309*

#### UCC

"University Computing Co. has reported that its 1975 first quarter earnings were nearly double those of a year ago. The company reported pre-tax earnings in the first three months of \$2.2 million on revenue of \$17.6 million..."  
*EDP Daily, 6/12/75, Page 311*

Original references, assembled by Pat Buteux, are on file in MA&P, phone 8\*273-4681.

## New "Course Quarterly" Being Issued This Week

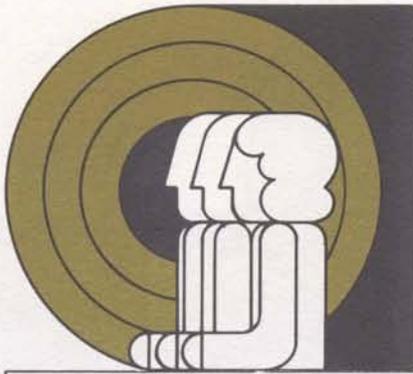
The new Information Services *Course Quarterly* is to be delivered this week to nearly 25,000 users in the four zones on the East Coast.

The new publication describes ISBD services and highlights customer training. Twenty-one courses are described, along with prerequisites, suggested attendees, duration, and fees. Schedules, arranged by city within course, are presented for over 200 classes planned from July through September. Courses recommended for programmers and nonprogrammers are discussed. Addresses and locations are listed, and registration procedure is covered.

The *Course Quarterly* replaces the class

schedules and educational bulletins previously issued by the Northeast, Eastern, Southern, and Central zones. It is planned to expand coverage and distribution to all six zones in September, to describe fourth-quarter training classes.

Among the contributors to the publication are Dex Nilsson, Norm Otis, Art Munson, Bill Hewlett, Denny Senko, Ike Smith and Ed Wetzel, along with representatives of the four zones: Pat Hillman (Northeast), Celia Baldwin (Eastern), Harvey Hensen (Southern), and Frances Jackson (Central). It is in 16 pages, contains photos of a typical class, and carries the yellow and black color scheme of other training literature.



## Information Systems Reorganized

Bob Niemann's Information Systems Section has recently been restructured to better serve the division's business information needs. The primary functions and those responsible for them are as follows:

### Larry Capriotti, Manager Billing Systems

Larry's group is responsible for the development and maintenance of systems necessary to support the customer billing function. This includes the PAR data base and related systems which are used by all functions of the division as well as our customers.

### Bill Johnston, Manager Financial Systems

Bill's responsibilities include several major financial applications. These include Payroll, General Accounting, Accounts Payable and Investment Accounting. Bill and his people also support the Operations Analysis section and have responsibility for the premium accounting system.

### Bob Hamilton, Project Manager Revenue Systems

Bob's systems are used principally by Revenue Accounting and Customer Accounting, and include the systems which generate Credit and Miscellaneous billing documents. In addition, he is responsible for the systems which report and maintain commission plan data for the Sales Department.

### Al Ertel, Project Manager Order Entry and Receivables

Al is responsible for the Accounts Receivable and Credit Collection system. In addition, he is responsible for the Mailbox system used for entry of customer order data. This data is used to maintain Billing Name and Address files, Customer Account files and Commission Plan master files.



Bob Niemann



Larry Capriotti



Bill Johnston



Bob Hamilton



Al Ertel

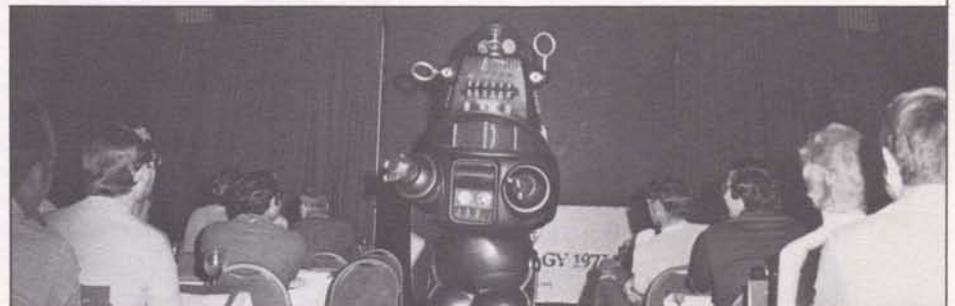
## Robbie the Robot Invades Technology Meeting

A most amusing guest at Technology's recent all-day annual headquarters Technology Meeting was Robbie, the world-famous Hollywood robot. Well briefed in advance, Robbie did a most creditable job in addressing the assembled Technology employees.

Although Robbie proved even more entertaining than anyone might have anticipated, the meeting quickly got right down to business with discussions on Technology's recent accomplishments, plans and challenges.

The feeling was expressed that in terms of accomplishments, ISBD has managed to maintain its technological leadership in the field of information services, but that many really hard-hitting competitors are doing their best to catch up.

One of the accomplishments likely to be most appreciated by customers is the significant amount of operating costs that have been reduced over the past year, thanks to technological improvements. Some of this saving, of course, has been passed on to our end users.



*Special guest speaker Robbie Robot addresses ISBD's annual Technology Meeting. Robbie kept the attendees in stitches as he insulted, cajoled, ridiculed and threatened just about everybody on the Division Staff, as well as a good portion of our section managers.*



## HQ Management Learns What It's Like "Out There"

Mel Szot, Manager of the National Service Operation; and Jon Weston, Product Planner, have recently returned from 10-week tours of duty in the field. Mel served temporarily as Acting Manager of the Southwestern Zone, and Jon was Acting Manager of the St. Louis Branch.

Update was curious to learn just how these experiences affected Mel and Jon, so we engaged them in a dialog. We learned some interesting things . . .

**Update:** What were you expecting when you left the relative safety of Rockville and headed out into the field?

**Mel:** Well, you see, I was actually working in the field up till about four years ago, and I expected things to be substantially the same as they were then.

**Jon:** To tell you the truth, I didn't have the slightest idea what to expect. My field experience was limited to three highly technically oriented sales calls, which really wasn't representative of day-by-day field experience.

**Update:** What did you learn when you got there?

**Mel:** That our field people are one heck of a lot more professional than we were four years ago. I'd say today's field reps are head and shoulders more knowledgeable.

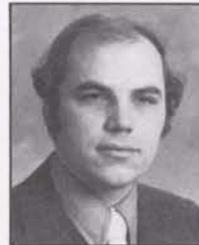
**Jon:** What I learned was that branch personnel are strapped with tremendous responsibilities. Our sales and technical staff constitutes a very professional group. Their concerns, in order of importance, are the good of the customer, the branch and the company.

**Update:** What would you name as your most important observance during your 10 weeks "out there"?

**Mel:** Our product lines are more varied and complex, by far, than ever before. This poses pressing new challenges on our sales and tech reps. They have a really difficult job to keep up with our technology. And they have to learn about the customer in much greater depth than before, especially with regard to business applications.



Mel Szot



Jon Weston

**Jon:** You can only sell current, proven products. The customer is concerned with *results*-oriented packages, not with product features. The key is results for his own business. With some exceptions such as DMS, MAP, SITE and TSO-written packages, we may not always be as fully aware of the importance of this point as perhaps we should be. Remember, you can't sell "futures" out there!

**Update:** You feel the sales and tech reps really face a difficult, challenging task. Do you think they're rising to the task?

**Mel:** Yes, I think they are. It's new and demanding, but I think they can learn to do it. Relying on a specific expertise is no longer adequate; our field people must become multifunctional in their approach to selling. Most of them are doing it pretty well, too.

**Jon:** I said we have a professional field force, didn't I? Well I really mean *professional*. Those men and women are sharp as tacks. They're really hard, dedicated workers, too.

**Update:** Did you learn anything that headquarters people could use to help our field people do a better job?

**Mel:** I've become aware of how heavily our customers rely on application support, as well as total field and headquarters support in *all* areas. They are far more critical of our errors or delays than before; what may have been a minor inconvenience a few years ago would now cause the customer a major problem, as data processing delays and hangups can really affect their own business functions.

**Jon:** Our sales-oriented literature should try to cover more potential uses for each of our products. For example, the DMS manual cites personnel accounting as a typical use of DMS. Well our people are selling DMS personnel accounting applications like wildfire out there! The point is, they could also be selling DMS for purchase order tracking and a whole lot of other uses. We've got to show how our various packages can really impact a prospect's business.

Headquarters people and field personnel alike are going to have to learn to speak the customer's language in terms of his own industry's particular business needs. We've got to use that language to apply our products to his current needs.

**Mel:** That all boils down to comprehensive training for our account and tech reps. First we've got to make sure every one of them fully understands at least all of our major products and services. Then we must see to it that they can apply these products to any number of industries and applications. It has to be a continual learning experience. I believe our VIP '75 campaign is proving to be an excellent exercise in practical training. Quota

*Continued on page 8*

## What It's Like "Out There" *Continued from page 7*

goals in all eight campaign areas are proving to be driving incentives to learn the *complete* ISBD story.

**Jon:** I think all of us at headquarters are going to have to strive to give field people more lead time when we ask them to get something done for us. Frequently their time is all well-planned for some time to come, with customer appointments, multi-city trips and such . . . not to mention the unexpected emergencies that every rep faces on a regular basis.

**Mel:** Ideally, that's true. But to attempt to do it is being unrealistic. Every company that's going anywhere always has and always will have constant time pressures. We certainly are subjected to plenty of them here in Rockville. I think the short lead-time problem is one we're all going to have to accept and learn to live with.

**Update:** When someone in the field has a question about any of our products or how a product might be applied to a customer need, do you think there's someone in Rockville who can answer that question?

**Mel:** Yes, almost always. Don't forget, we have some of the industry's best, most experienced minds right here in Rockville. For virtually every such question there's bound to be

somebody in the building who can provide a pretty dependable answer. One area where we should all strive for improvement is time questions. Such things as "When is this new software going to be ready," or "When will this hitch be untangled." We need to keep working on speedy solutions to field problems — to develop a heightened sense of customer urgency. Responsiveness to these situations is fully as important to our business as the responsiveness and availability of our computer system.

**Update:** What do you think is the general customer attitude toward the job ISBD is doing for them?

**Mel:** I think the customers consider us pretty darn good. The major complaint is centered around recovery delays when the work cannot be accomplished as expected for whatever reason — hardware, software or technical support.

**Jon:** It's good. But one thing we might do to make it even better . . . and get ourselves still more customers . . . is to provide our field people comprehensive information on their roughest competition in each city — things like straight-line product comparisons, market focus, pricing policy, network access and customer opinion. That

would be some really valuable ammunition.

**Update:** What was your overall impression of your field experience . . . what did you get out of it?

**Jon:** Every member of the Division Staff should go out there for at least two months as an account rep. So should every section manager in Rockville. The field is where the action is; where the revenue is; where the customers are. These people could then return to Rockville and perpetrate the customer attitude at headquarters like our field people do in their branches.

**Mel:** I gained a renewed sensitivity to the customer and to our own field sales and service needs. The field is all-important; everything we do here in Rockville should be in support of their efforts. Another thing: mediocrity in products and services to our customers is just not good enough. We must never be satisfied with anything but the very best. And in terms of headquarters people putting in some field time, I believe it would be useful for every single one of us. But since it's not practical to send all 700 or so of us out there, I'd start with those who have the most contact with the field or with customers: those in training, product planning and marketing, for a start.



**BE A WINNER!**

GENERAL  ELECTRIC

### Oops . . . We Slipped!

Update has learned that in the June 23 issue we overlooked a real VIP in our "June Service Awards" item. It was Frank Robertson, Pacific Zone Manager, who celebrated 10 years with GE on June 21.



# ISBD

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

Aug. 4, 1975  
305.40

## Spain, Mexico Go Live on Mark III Network

Final teleprocessing communication hookups have been completed which bring two new countries... Spain and Mexico... onto ISBD's Mark III Network. This brings the number of countries covered by the world's most extensive data processing network to 19, plus Puerto Rico.

Madrid went on-line July 15 and Mexico City completed its hookup just last week. For Spain this is a precedent-setting event: never before has the country had access to an international data processing network. The first customer to use the new Madrid hookup was one of the world's largest construction companies, headquartered on the West Coast. Bob Streight, International Market Development Manager, who is primarily responsible for adding new countries to the network, reports that following this customer's lead, a number of other companies are already using the Madrid service.

Madrid customers will be served by way of a multiplexor and a leased telephone line to Paris, where a remote concentrator is connected through other leased lines to a central concentrator in London. From London the input will move on to the United States' East Coast by satellite, and thence by additional leased lines to the appropriate Supercenter.



Communication to and from Mexico City is by a multiplexed line to a remote concentrator in Dallas.

For our connection with Spain, ISBD worked closely with the distributor, Honeywell Bull, headquartered in Paris, who in turn has been negotiating with the Spanish government for more than a year. A major contributor to the effort across the Atlantic was Hugh Jackson, ISBD's Manager of Information Services-European Operation, in London.

Manager of the new Spanish operation is Eusebio Ferri, a Honeywell Bull employee from Paris. Spain is one of Europe's fastest-growing countries, economically. Its gross national product has been expanding at a rate of six to seven percent per year. The country is rapidly becoming industrialized, too. Bob Streight sees a healthy potential for ISBD in Spain.

Tiempo Compartido SA (TCSA) is the distributor for Mark III Service in Mexico. TCSA, a totally-owned subsidiary of Banco Nacional de Mexico, has been the Mexico licensee of Mark I Service since 1971, although this did not, of course, permit access to our network. It merely involved Mark I software and a GE 265 computer.

ISBD and TCSA negotiated a contract last September for Mark III Service, and TCSA has been working toward government approval since then. ISBD has been laying the groundwork for the new Mexican connection for the past four months.

Bob Streight said Mexico also shows a great potential for Mark III Service. Economically it is the second most developed country in Latin America,



exceeded only by Brazil. A great many current multi-national Mark III Service customers have also expressed an interest in having Mark III Service access to and from Mexico City. TCSA has already announced that it intends to expand the Mexican end of the network to include Monterey by the end of 1975.

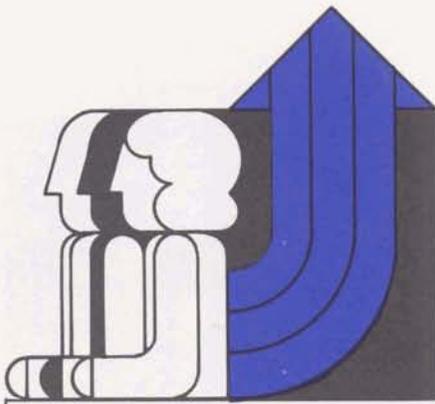
The new sales manager for Mark III Service in Mexico is Ron Sefchick, an American who has lived in Mexico for five years. Ron has expressed an interest in working closely with our field sales force on international account activity.

Bob says ISBD is currently under negotiations with distributors in several additional countries for Mark III Service. Update will keep you posted as our network expands further around the globe.



GENERAL  ELECTRIC

For General Electric Employees Only



## People On the Move

Robert T. Aitchison, From Technical Manager, Oak Park, Michigan; to Project Manager, Rockville.

Harold E. Boyd, from Specialist, Revenue; to Specialist, Accounts Payable, Rockville.

Ron I. Fellows, from Project Manager, Mission Viejo, California; to Manager, Pacific Zone TSO, Torrence.

John M. Hagan, Software Distribution Clerk; to Software Control Technician, Rockville.

Phillip D. Hollis, from Senior Tech Rep, Denver; to Technical Manager, St. Louis.

Loyal J. Huddleston, from Senior Account Rep; to Account Manager, Denver.

Harrison Jordon, from Senior Tech Rep; to Technical Manager, Bethesda.

Tim P. Kleimeyer, from Senior Tech Rep, Oak Park, Ohio; to Senior Account Rep, Cleveland.

Wayne L. Mueller, from Senior Technical Services Specialist; to Project Manager, Atlanta.

David P. Thacker, from Senior Account Rep, San Francisco; to Account Manager, Charlotte.



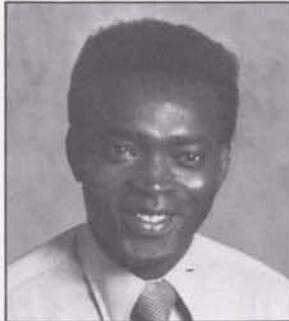
*Robert T. Aitchison*



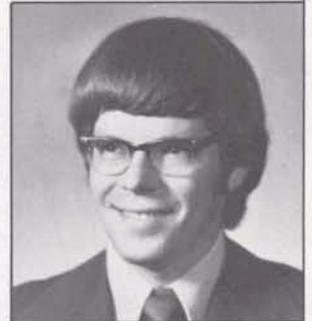
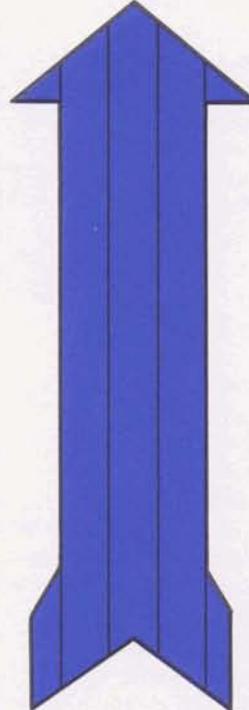
*Harold E. Boyd*



*Ron I. Fellows*



*John M. Hagan*



*Phillip D. Hollis*



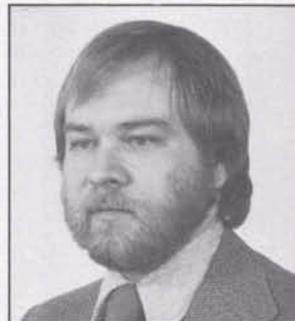
*Loyal J. Huddleston*



*Harrison Jordon*



*Tim P. Kleimeyer*



*Wayne L. Mueller*



*David P. Thacker*



## Industry News

Excerpts from the Trade Press

### CSC

"The General Services Administration... announced it is extending its national teleprocessing services contract with Computer Sciences Corp.'s Infonet Division... The modification, effective next Jan. 1, "will allow an orderly transition to the new GSA Multiple Award Teleprocessing Services Contract Program" which will be implemented in phases through next year..." *EDP Daily, 7/3/75, Page 13.*

"...has received a five-year, \$7 million contract for facilities management from Zions Utah Bancorporation." *Computerworld, 7/9/75, Page 24.*

"...has opened expanded San Diego quarters...reflecting increased business with U.S. Navy and commercial customers." *EDP Weekly, 6/2/75, Page 11.*

### NCSS

"National CSS Inc. and Mathematica Inc. have renewed their agreement to market RAMIS (Rapid Access Management Information System) on the National CSS timesharing network... RAMIS is a data base management system...RAMIS will continue to be made available in the United States and Canada. Under separate agreement, it will be offered in Europe on the National CSS timesharing network... National CSS operates five data centers and has 21 branch offices serving the U.S. and Europe." *EDP Daily, 6/27/75, Page 313.*

Capex Corp. and National CSS Inc. have announced Release 2 of Infotab... Based on the Autotab product introduced by Capex in 1971,... Version 2 of Infotab incorporates the following enhancements — an increase in the number of rows and columns

...the capability to have tables with over 550,000 elements; the capability to read existing data files; a facility for calling user-written Cobol or Fortran subroutines; improved "what if" ...;...editing capabilities.

Infotab is available on the National CSS timesharing system under a surcharge, lease or license agreement... *EDP Daily, 6/30/75, Page 384.*

National CSS Inc. ...has formed CSS France S. A. as a joint venture with Beyrara-Rivaud, an engineering consulting company and a subsidiary of Banque Rivaud, a merchant bank... *EDP Daily, 7/14/75, Page 54.*

### Tymshare

"Tymshare Inc. last week reached an agreement in principle to acquire Major Computer Corp., a Jericho, N.Y. firm specializing in providing computer services for the fuel oil distribution industry. The firm to be acquired offers on-line and batch data processing through service centers in Oyster Bay and Hicksville, N.Y. ..." *EDP Daily, 7/7/75, Page 21.*

### Cybernet

"Control Data Corp., has established a Utilities Service Center in Rockville, Md. to assist utilities and the nuclear industry... The service organization offers industry application programs via the Cybernet data services network." *EDP Weekly, 6/2/75, Page 4.*

"Control Data Corp. has opened a Cybernet data services center at... Austin, Tex. The new Austin center is linked to the dual CDC Cyber 74/6600 computer system in Houston via a local Houston phone line." *EDP Daily, 6/23/75, Page 353.*

### SBC

"An integrated life and health insurance management information system

on a remote batch basis is now available through the network facilities of... (SBC)... The costs for Life/70 will be based on a feasibility study, installation services and a monthly charge based on the number of policies processed. Insurance companies with less than 50,000 policies are SBC's primary market place... *Computerworld, 7/9/75, Page 12.*

"...has announced the AD-PAC (Advertising, Planning Analysis and Control) system designed to aid advertising and sales managers in increasing advertising effectiveness." *EDP Weekly, 6/2/75, Page 4.*

### Cyphernetics

"Automated Data Processing Inc. has completed its previously announced acquisition of Cyphernetics..." *EDP Daily, 6/27/75, Page 378.*

"... is offering a mass spectrometry data base for identification of unknown chemical compounds. The Mass Spectrometry Search System (MSSS) was originally developed at the National Institutes of Health..." *EDP Daily, 7/1/75, Page 5.*

### ITS

"United Telecommunication Inc. and International Timesharing Corp. have announced an agreement in principle for the acquisition of International Timesharing by United Telecom..." *EDP Weekly, 6/2/75, Page 6.*

### Grumman

"Gearing up to achieve its goal of being a nationwide services firm, Grumman Data Systems Corp. has formed Calldata System, Inc.,... to be responsible for commercial accounts. Calldata incorporates... Systematic Data Processing Services, Inc. of Waltham,

*Continued on page 5*



## St. Louis Leads Nation in Second Quarter; Tulsa Next



Steve Marmion

Steve Marmion's St. Louis Branch wins top ISBD honors for second-quarter sales performance, followed

in second place by Larry Baird and his Tulsa Branch. These honors are particularly significant in the face of fierce nation-wide competition due to a fast-moving VIP '75 campaign. Both branches are in the Southwestern Zone, managed by Marv Lewis.

Update is also pleased to present the top 60 individual performers for the second quarter of 1975. Those names with a single asterisk (\*) beside them were among the Top Twenty the first quarter; a double asterisk (\*\*) represents membership among the Next Forty the first quarter; and a triple asterisk (\*\*\*) means those individuals have been listed among the top 60 for three consecutive quarters.

### The Top Twenty

Roderick R. Belle  
Account Representative  
Chicago Branch, Central Zone

Raymond N. Bernier  
Technical Representative  
Stamford Branch, Northeast Zone

Michael J. Cunningham  
Account Representative  
N.Y. Industrial Branch, Eastern Zone

Peter A. Curtin  
Account Manager  
Chicago Branch, Central Zone

John M. Dublanica  
Account Manager  
Stamford Branch, Northeast Zone

Armand Ettedgui  
Senior Account Representative  
Stamford Branch, Northeast Zone

Gretchen L. Gregory  
Technical Representative  
Stamford Branch, Northeast Zone

Gerald F. Grover\*\*\*  
Senior Account Representative  
Schenectady Branch, Northeast Zone

Barbara Harbison  
Technical Manager  
N.Y. Financial Branch, Eastern Zone

Diane M. Hare  
Account Representative  
Chicago Branch, Central Zone

John C. Hauber\*\*\*  
Account Manager  
Cleveland Branch, Central Zone

Horace J. Hillsman  
Account Representative  
Capital Branch, Southern Zone

Alan D. Holdiman  
Account Representative  
N.Y. Financial Branch, Eastern Zone

Henry Koeppel\*  
Senior Technical Representative  
Telephone Branch, Eastern Zone

Sandra S. Larson  
Senior Account Representative  
Denver Branch, Southwest Zone

John D. McCloskey  
Technical Representative  
Denver Branch, Southwest Zone

Howard G. Weidberg\*\*\*  
Senior Account Representative  
Telephone Branch, Eastern Zone

Allan S. Weiss  
Senior Account Representative  
St. Louis Branch, Southwest Zone

John G. Wood  
Technical Manager  
Schenectady Branch, Northeast Zone

Karla W. Yale  
Senior Technical Representative

Chicago Branch, Central Zone

### The Next Forty

Silvio J. Anichini\*\*\*  
Senior Technical Representative  
Chicago Branch, Central Zone

Stephen A. Bain  
Technical Representative  
Atlanta Branch, Southern Zone

Rudolfo Baldor\*  
Senior Account Representative  
Miami Branch, Southern Zone

Judith M. Biauce  
Account Representative  
Los Angeles Branch, Pacific Zone

Linda Brunner  
Technical Representative  
Los Angeles Branch, Pacific Zone

Michael P. Chan\*\*\*  
Senior Account Representative  
San Francisco Branch, Pacific Zone

Kenneth P. Conroy\*\*\*  
Account Manager  
Atlanta Branch, Southern Zone

Betty Jo Cosby  
Technical Representative  
Los Angeles Branch, Pacific Zone

Diana D. Feld  
Account Representative  
Encino Branch, Pacific Zone

Richard A. Gariepy  
Senior Technical Representative  
Schenectady Branch, Northeast Zone

Paul T. Heiner\*  
Senior Account Representative  
Schenectady Branch, Northeast Zone

Matthew D. Herman\*\*  
Senior Technical Representative  
N.Y. Financial Branch, Eastern Zone

Daniel W. Hildreth  
Account Representative  
Boston Branch, Northeast Zone

Robert Horzepa  
Senior Account Representative  
Stamford Branch, Northeast Zone



Ken M. Kennedy  
Account Representative  
Los Angeles Branch, Pacific Zone

Howard A. Lovejoy  
Account Representative  
Atlanta Branch, Southern Zone

John P. Lynch  
Account Representative  
Schenectady Branch, Northeast Zone

Michael S. Mash  
Account Manager  
St. Louis Branch, Southwest Zone

Ernest McCoy, Jr.  
Technical Trainee  
N.Y. Financial Branch, Eastern Zone

Larry D. McNeill  
Senior Technical Representative  
Capital Branch, Southern Zone

Delmer L. Mitchell  
Technical Representative  
Detroit Branch, Central Zone

Frank H. Moros  
Account Representative  
N.Y. Financial Branch, Eastern Zone

James A. Muhlenkamp  
Account Manager  
Capital Branch, Southern Zone

James S. O'Sullivan  
Account Manager  
N.Y. Financial Branch, Eastern Zone

Richard A. Panfil\*  
Account Representative  
Chicago Branch, Central Zone

Fred H. Parker  
Senior Technical Representative  
Encino Branch, Pacific Zone

Lance I. Pelter  
Senior Account Representative  
Detroit Branch, Central Zone

James L. Rash  
Account Manager  
Capital Branch, Southern Zone

Alden R. Rhoads  
Senior Technical Representative  
Los Angeles Branch, Pacific Zone

Claudia Romaine  
Account Representative

New Jersey Branch, Eastern Zone

Joan A. Rosenberg  
Senior Technical Representative  
N.Y. Financial Branch, Eastern Zone

Leland K. Shaffer, Jr.  
Account Representative  
Chicago Branch, Central Zone

Ronald F. Simon  
Account Manager  
Los Angeles Branch, Pacific Zone

Andre E. Thompson  
Account Representative  
Los Angeles Branch, Pacific Zone

Eric L. Tinnes  
Technical Representative  
San Francisco Branch, Pacific Zone

Bryan C. Wall  
Technical Representative  
Stamford Branch, Northeast Zone

Fred W. Waring  
Senior Account Representative  
Miami Branch, Southern Zone

Thad N. Webster\*\*\*  
Senior Account Representative  
Tulsa Branch, Southwest Zone

Lewis D. Wellerstein  
Senior Account Representative  
N.Y. Financial Branch, Eastern Zone

Elvin H. Whary  
Senior Account Representative  
Los Angeles Branch, Pacific Zone

## Industry *Continued*

Mass., and Data Reduction, Inc., of New York. The Computility Division, based in Boston, is also included.

Systematic has an IBM 370/155 and performs batch and remote batch while Computility's... Decsystem-10 handles time-sharing work... The move facilitates the separation of commercial accounts from work performed for Grumman Aerospace... "*Computerworld*, 7/16/75, Page 28.

## On-Line

On-Line Systems, Inc., Pittsburgh, for its fiscal year ended April 30, reported revenues of \$11,433,706 as compared

## Four Earn Suggestion Awards

Four ISBD employees have been presented cash awards for making useful suggestions to the division. JoAnne Rosenfeld, Secretary, Strategic Planning, was awarded \$25 for suggesting that conference room and telecopier phone numbers be listed.

Leona Ehrheart, Quality Assurance Secretary, was awarded \$15 for her suggestion on internal correspondence; Neil Evangelists, Detroit NDP Specialist, was awarded \$15 for suggesting that "No Smoking" signs be posted outside the elevators; and John Boyd, Rockville Computer Operator, suggested a siphon-proof spring for the company car, earning him a \$15 award.

## New Phone Directory Published

Thanks to a lot of hard work on the part of Sam Wenck, Facilities Specialist, the new ISBD internal telephone directory comes off the press today, on schedule. It will be distributed to all Rockville and field personnel this week.

### Who, What, Where . . .

ISBDers are urged to pay particular attention to the "yellow pages," published for the second time. The yellow pages have been updated and expanded to provide better and more complete "who to call for what" information for easy reference. Give them a try; you'll find them useful.

with revenues of \$9,896,428 for the previous year. Earnings... were \$1,252,927 (\$1.50 per share) as compared with... \$1,567,647 (\$1.92 per share) for the previous fiscal year." *EDP Daily*, 6/26/75, Page 371.

Original references, compiled by Pat Buteux, are on file in MA&P 8\*273-4681.

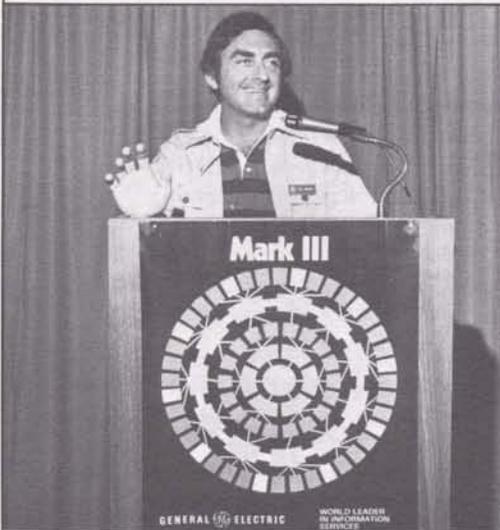


## Marketing Personnel Attend Business Meeting

Last month ISBD Marketing personnel gathered at the Washingtonian Country Club in Rockville for an all-employee meeting to review where they've been and where they're going. Here, Paul Wexler, Manager of the Marketing Operation, welcomes attendees and calls the meeting to order.



No, it's not lack of interest. . .this photo was taken of the delegates and guests before the meeting got underway.



All the business behind them, Marketing staff members enjoy a fine dinner. Seated, from left: Pat Buteux, Ed Gorsuch, Roger Hobbs, Toni Schettewi, Diane Branagan and Phil Anderson. Standing: Dave Cooper, George Feeney, Janet Mroz and guest Bob Passero.



Paul Leadley, Manager of the Strategic Planning Operation, reveals some of the division's truly exciting plans for the future.



After dinner, ISBD personnel entertained their colleagues with an excellent Dean Martin-style "roast." At this table, seated, from left: Diana DiJulian, Harold Waddles, Bill Backer and Joanne Thyken. Standing: Wesner Thrasybule, Ricky Rollins, Bill Gindra, Barbara Bailey, George Feeney, Dave Sherman and Roberta Jankowski.



## Interchange Corner

With regard to background bulk media conversion (BMC), Tom Showalter, Systems Specialist, suggests an excellent technique for getting mailing instructions to operators. Tom says this technique will provide more capability to narrate your address, user number and any pertinent data concerning the job than the BIDENT directive will.

The BIDENT is limited to 55 characters of data for mailing information. To make use of this technique, Tom offers the following instructions:

- A. Create a foreground SEQ-ASCII file (address file, if you will) containing all information for mailing your output.

### Example:

```
READY
LIS ADDRFIL
```

```
ADDRFIL      09:21EDT      07/11/75
```

```
100 *****
110 *
120 *   PLEASE SEND BMC OUTPUT TO:
130 *
140 *   ABC COMPANY
150 *   1234 ANYWHERE BLVD.
160 *   ANYCITY, USA 21212
170 *   ATTN:  JOE DOE
180 *
190 ***** USER # ABC12345 *****
200 *
210 *
220 *   ATTN:  THIS JOB HAS CARD OUTPUT ALSO
230 *   PLEASE SEND CARDS (AND OR) LISTINGS
240 *   TO ABOVE ADDRESS
250 *
260 * THANK YOU VERY MUCH!
270 *****
```

Make this file very visible by outlining it with asterisks, approximately 30 to 40 lines in size.

- B. This address file will be copied from foreground to background and reside there for use in your BMC jobs. Background file size will not be more than three blocks.
- C. In your job setup, add a BMC activity just prior to your actual desired BMC activity to list your address file on the printer. Your BMC activity will follow immediately after the address file is listed and the operator will have all the information needed for mailing on one listing.

### Sample job setup:

```
READY
LIS  BMCTEST
```

```
BMCTEST      09:22EDT      07/11/75
```

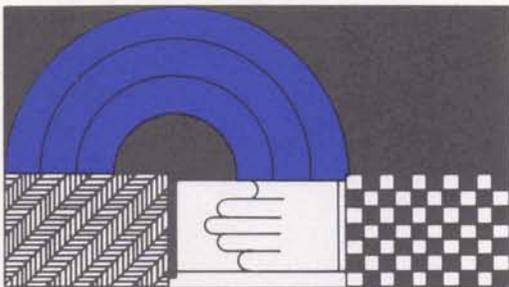
```
100 FCO CDS;CARDFIL;SIZE(1,2)
110 FCO ADDRFIL;ADDRFIL;SIZE(1,2)
120 BRUN *
130 BEND
140 ##NORM
145 $:MSG3:PRIORITY
150 $:CONVER
160 $:PRMFL:IN,R,S,MD18600/ADDRFIL
170 $:INPUT:NMEDIA
180 $:PRINT:OT
190 $:CONVER
200 $:PRMFL:IN,R,S,MD18600/CARDFIL
210 $:INPUT:NMEDIA
220 $:PUNCH:OT
230 $:OUTPUT:MBCD
```

Lines 150 to 180 list out the address file. Lines 190 to 230 is your actual BMC desired.

The above example also punches out a deck; it could be another print as well!

Here's an important note: the large size of the address file attracts the operator's eye and serves far better than BIDENT. Call Tom at 8\*273-4571 if you have any questions.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 \* 273-4387.



## Booth, McNeill Receive ISBD Management Awards



*Bill Booth (center), Bethesda Account Manager, receives a Management Award Check for \$200 from Jim Spencer, Southern Zone Manager, as his branch manager, Bob Manning, looks on. Bill's award was for landing a major contract in the face of fierce competition for a daily operating system, plus an order for an RPS III, two TN 300's and a TN 1200. Larry McNeil, Bethesda Senior Tech Rep, also won a management award: \$250 for his efforts in converting from a competitive vendor more than 1,000 programs to the Mark III system.*

## Background User's Guide Issued

A new background user's guide has just been published.

The publication is the result of a four-month effort involving written contributions from over 15 persons from field sales and headquarters components, representing some of ISBD's best knowledge of background processing. It is expected to be a major aid toward users' understanding of background, and a significant tool in increasing background usage.

The publication is titled, simply, *Background User's Guide*. Publication number is 2000.26.

The guide explains concepts employed in background processing, job concepts with rules for successful design, and job status reporting. Extensively annotated examples of FORTRAN and COBOL program handling are presented. File system usage, physical file device selection, SORT/MERGE, COM, UTILITY, priority processing,

and data types are among the other topics discussed.

The publication differs from the *Foreground-Background Interface User's Guide* in that it explains processing occurring in background, whereas emphasis in the FBI text is on moving jobs back and forth through the interface.

Major contributors to the text were Marv Bergen, Phoenix; Pat Emmons, Dallas; Dennis Gilstrap, Oklahoma City; Randy Grant, Seattle; Tim Madison, Product Training; Ed Murphree, Atlanta; and Tom Showalter and Mike Yourtee, Product Support. Other significant contributors included Dick Bretagne, User Systems; Bob Dom, Background Systems; Paul Lebowitz and George Schubert, Product Support; and Murray Westrich, TSO.

Planning of the manual was initiated by Bill Hewlett, Manager of Product

Training and his Product Programs staff, with the help of Sally Smith, Jon Weston, Al Tolch, Chuck Hurd, Dex Nilsson, and Dave Cearnal. Coordinating the project for Product Programs has been Dave Cearnal. The Technical Writer who completed large portions of the text, edited it all, and coordinated production was Larry Dinnerstein.

## S&SP Prices—June

Month	Stock Price	Fund Unit Price
June	\$47.833	\$27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499
February	41.757	22.706
January	35.500	20.289
December	33.274	19.335
November	36.881	20.889
October	35.940	19.810
September	34.350	19.760
August	41.205	21.934
July	46.739	25.091

GENERAL  ELECTRIC



**ISBDC**

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

Aug. 18, 1975  
305.41

## Mark III Background to Help Speed NASA Construction Projects Worldwide

The National Aeronautics and Space Administration has been a Mark III Service customer for quite some time. But the other day, NASA signed a contract for background service which will constitute its greatest use of Mark III Service capability yet. It culminates seven months of hard work by Cal Dearborn, Senior Account Rep in Washington.

The NASA contract calls for the lease of seven RPS III high-speed printer terminals and 16 TermiNet\* 300's to be installed in 14 NASA centers throughout the U.S., which will provide processing and reporting capabilities for the application to such famous locations as the Goddard Space Flight Center in Maryland, Kennedy Research Center in Florida, Johnson Flight Center in Houston, Jet Propulsion Labs and Ames Research Center in California, Marshall Space Flight Center in Alabama, and Lewis Research Center in Ohio. The data base will be maintained and updated at the Langley Research Center in Virginia.

Here, basically, is what Mark III Service will do for NASA. The Facilities Engineering group at Langley Research Center maintains total control of the specifications for all NASA construction projects worldwide. Specifications covering every detail of every building owned anywhere by NASA are included. . .including foundations, skeletal structure, wall coverings, electrical circuits, plumbing, and every other detail that one might possibly conceive related to a NASA structure.

\*Registered trademark of General Electric Company, U.S.A.

NASA is constantly in the process of adding new buildings and remodeling or expanding existing ones. Before a new construction contract can be opened for bid, new specifications must be complete down to the last beam and joint.

Historically, NASA has handled all specifications in its Virginia Facilities Engineering headquarters, then used conventional methods to get the specs to the appropriate NASA center. In-

evitably spec changes have been necessary, which means the revised specs had to once again be sent to Langley for computer testing and approval. Frequently this occurred several times . . .costing from two to three weeks each time. . .before a new project could be opened for bids.

Through good service and close liaison with NASA headquarters in Washington, Cal Dearborn learned of the

*Continued on page 2*

## St. Louis Branch . . . The Best in America!



Members of ISBD's St. Louis Branch pose proudly with Branch Manager Steve Marmion (seated, left), Account Manager Mike Mash and the Geocron clock they've won for being the division's top-performing branch, nationwide, for the second quarter of 1975. Standing from left: Phil Hollis, Corky Lewis, Mike McDonough, Sue Bull, Dave Paoli, Audrey Kannapell, Al Weiss, Dave Travis, Jim Roach and Kaye Shumate. The clock was presented by Marv Lewis, Manager of the Southwest Zone.

GENERAL  ELECTRIC



## NASA *Continued from page 1*



*Cal Dearborn*

problems caused by these delays and suggested that Information Services might be able to help provide the solution.

Many meetings were held with NASA's information services people, and the culmination of these was a proposal presented by Cal and TSO's Bob Guillette. NASA liked what it saw, and the contract was signed last Tuesday. TSO will immediately begin converting the large data base which, in its old form, occupies four entire magnetic tape reels, to the Mark III system.

When tested and proven, the entire data base will be available for direct access by any NASA center.

If one center wants to build a new wind tunnel or office building, or to add a bathroom to an existing building, a printed catalog will tell them exactly what they must enter into the Mark III system to get the approved specs for that particular type of construction.

Not only will the system print out the specifications for the needed con-

struction, but it will also simultaneously create a separate working file which will permit the local project engineers to change specs on the spot. The program itself is called SPECSINTAC.

Another, interconnected application, called FACTRAC, will keep a close tally of all construction costs. This system records all materials used and their costs, and posts automatically to the proper account. Officials can access FACTRAC for any construction project in progress weekly. . .or even daily, if desired. . .and get an immediate picture of the costs to date.

The program is very flexible, and can easily be manipulated to print out desired information in a great variety of formats.

NASA expects the use of Mark III Service for its vast construction specifications program to reduce spec preparation time by four to eight weeks for the average project, which means jobs will be opened for bids that much sooner, and construction can be started earlier. It is also expected to save facilities engineers literally hundreds of hours on the telephone, both at Langley Research Center and at the various NASA centers. One NASA spokesman said "It's been a common practice for us to spend three and four hours on the phone with a NASA center just discussing specification changes." Now, these individuals should find themselves with a great deal more free time to pursue other projects.

Look for more news on NASA's SPECSINTAC and FACTRAC applications in future issues of Update.

## Pub Lists Revised

Three important documents about ISBD publications have just been revised.

Revision F of the *Publications Price List* (402.01F) lists all technical documentation for customers with publication numbers, current revision letters, titles, and prices effective July 16. General information about Information Services documentation has been updated.

Revision D, July 1975, of the *Guide to Background Documentation* (2000.04D) has been updated to reflect the recent changes to supported background applications. Included are explanations of documents needed by background users, how to get started and keep up to date, and cross-references of GE and Honeywell publication titles and numbers.

Both of the above booklets are part of the pocket series that includes the International Access Directory and five syntax summaries.

The *Market File Index* (0001.09B) has been revised to reflect documentation available through July. It includes lists of all documentation — current and discontinued — in numerical sequence, with cross-references to old and new numbers, and a newly expanded subject index. The Index contains such valuable reference information about documentation that it is again being sent during August to all field sales personnel and key personnel at headquarters.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 \* 273-4387.



## John Voss Wins Biggest ISBD Suggestion Award

Brook Park Operations Specialist John Voss has been awarded \$440 for a suggestion he submitted while he was a computer operator. His is believed to be the biggest cash Suggestion Award ever granted by ISBD.

John's suggestion had to do with the implementation of an automatic "core in" feature on our central processing systems. Previously, computer operators had to remember, at 8 p.m. week-nights and at startup time weekends, to set the core in manually. This required about 20 operations every day, and if an operator happened to forget to set the core in and core reflags, it caused considerable inconvenience to our users with numerous resultant phone calls to our National Service Desk.

The Suggestion Committee estimates the saving to be about \$4,400. By implementing John's suggestion, ISBD

has also ruled out the possibility of human error on the part of operators, it has provided users more assurance that programs will be run on a timely basis, and it has reduced the number of customer complaints to the Service Desk.

### You Can Win Too

John's suggestion is one of more than 70,000 that will be implemented during 1975 by General Electric worldwide. Last year well over \$3 million was paid out to employees who submitted suggestions to the program.

In fact, GE has been presenting suggestion awards since 1906, and a formal plan has been in operation since 1922. All GE employees are eligible for Suggestion Awards, except for supervisory, professional and methods and planning personnel.

### What constitutes an adoptable suggestion?

It can be just about anything that helps the division and in turn, the company. One prime area that's always welcome is an idea which will save the division measurable amounts of money. Since time is money, saving ISBD employees' time is another excellent awardable area. In our division, special consideration is given to suggestions which help us improve the quality of our service to customers.

In fact, every suggestion submitted is given serious consideration. If it looks good, and is implemented, the employee submitting it will receive a cash award ranging from \$15 to \$25,000, depending upon the value of the idea. The largest award presented last year, company-wide, amounted to \$5,750. Could you use a bonus like that?

Headquarters personnel can find Suggestion Plan submission forms displayed in the elevator lobby of each floor in the Maryland Center. Field employees who don't have forms available locally should request them from Stationery Supplies in Rockville. Completed forms are to be directed to Dorothy Hevey in Employee Relations, Rockville.



*John Voss (center) receives his Suggestion Plan check from Al Jones, Supercenter Operations Manager, witnessed by Dave Simshauser, Foreground Operations Manager.*



**BE A WINNER!**



## Three-Day Management Product Training Session

ISBD's first Management Product Training Session, held July 30 through August 2, was a great success, according to all reports. Section managers from Headquarters, zone TSO managers, branch managers and the Division Staff . . . about 120 in all . . . gathered at the Sheraton Inn in Reston, Virginia, for an intensive two and a half days of product training.

Numerous favorable comments were expressed by those in attendance. Auditors found out about FAL II; marketing types learned the network distribution lingo; branch managers learned all about Crisp III/70 Service; Technology personnel learned how to order manuals and determine the latest edition; systems managers learned all about DMS. . .and so it went! Another

thing everybody learned: to "rise and shine" because classes began at a very early hour.

One of the highlights of the meeting was the world premier showing of *The Global Village*, the new 20-minute film presentation about our Mark III Service. The film captures the magic of our solutions to global problems. It also captured the viewers, and a standing ovation was awarded to those who contributed to its success.

The course ended Saturday morning as Bill Hewlett, Manager of Product Training, handed out a take-home quiz; and George Feeney reiterated the importance of product training to the continued success of our division.



*En route to the world premier showing of "The Global Village" the film's producer, Francis Thompson, and other GE executives pose by the pool while other attendees of GE's News Bureau; Byron McKinney, Executive Director of Communications; Francis Thompson, Producer; George Feeney, Vice President and General Manager of Product Training.*



*The film's producer, Francis Thompson.*

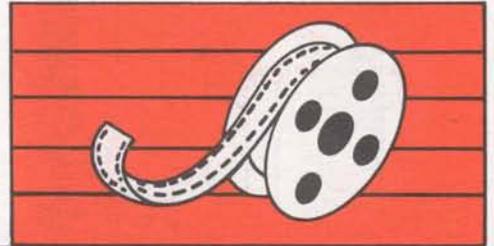


*Seated (from left): Melanie Bouer, Jim Schuster, Pat Buteux and Gary Mueller; standing: Tony Cassa, Frank Robertson, Peter Salisbury and Charles Benton.*



*Seated: Jim Babcock, Jim Carro, Bob Hench, Ken MacDonald, Bill H.*

## Management Product



Gerry Gay (right) receives a golf club prize from Ed Gorsuch for excelling in afternoon recreation as Master of Ceremonies Mac McCleary observes from the podium.



Tom Vinci and Friends risked their careers by roasting prominent ISBD citizens in good humor.

...bal Village," some of those involved in the pro-  
 ceure away to find a good seat. From left: Bill Viets  
 Producer; Dave Cooper, Manager, Marketing  
 ul Wexler, Manager, Marketing Operation; and  
 r of ISBD.



Dr. Feeney assures the "roasters" at the head table they will keep their jobs. . .at  
 least until Per Saether's Danish, German and Norwegian are translated. From left;  
 Paula Zak, Phil Anderson, Harry Hearn, George Feeney, Per Saether, Lee Beyer  
 and Tom Vinci.

## Training . . . A Good Learning Experience . . . Let's Celebrate!



ondiller and John Wood. Standing:  
 nstein and Jim Rossini.



Seated: Bruce Frisch, Bob Fohl, Ellen Kistler and Paul Wexler. Standing: Bruce  
 Barnard, Tina Marr, Will Gilly and Mike Emmi.



## People On the Move

Anthony Cassa, from Account Manager, Encino; to Manager, Industrial Branch, New York.

Michael Chan, from Senior Account Rep, Palo Alto; to Account Manager, San Francisco.

Stephen Cook, from Account Rep, Chicago; to Specialist, International Accounts, Rockville.

Robert Di Pietro, from Computer Operator; to Operations Specialist, Philadelphia Remote Operations.

William Dyer, from Data Control Supervisor; to Manager, Production Scheduling, Erie.

Mike Emmi, from Manager, New Jersey Branch, East Orange; to Manager, Eastern Zone, New York.

Peter Florczyk, from Facilities and Equipment Specialist; to Manager, Customer Service, Erie.

Robert Kaiser, from Background Shift Manager, Brook Park; to Manager, Computer Processing, Erie.

Ronald Manzi, from Computer Operator; to Senior Computer Operator, Brook Park.

Mike Paccione, from Manager, Telephone Branch; to Manager, New Jersey Branch, East Orange.

John Welch, from Tech Rep; to Senior Tech Rep, Pittsburgh.

John Wood, from Technical Manager, Schenectady; to Branch Manager, Indianapolis.



*Anthony Cassa*



*Michael Chan*



*Stephen Cook*



*Robert Di Pietro*



*William Dyer*



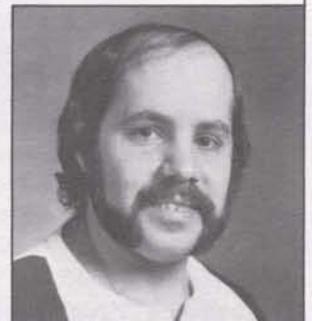
*Mike Emmi*



*Peter Florczyk*



*Robert Kaiser*



*Ronald Manzi*



*Mike Paccione*



*John Welch*



*John Wood*



## Interchange Corner

### BPSH\*\*\* and BPLL\*\*\*

Linc Shannon, Systems Engineer in Technology, has suggested that the BPSH\*\*\* and BPLL\*\*\* library programs provide a most convenient means of passing files back and forth between Mark III foreground and Honeywell background on-line storage.

Here are the run and single line formats he suggests:

- Run format:

RUN BPSH\*\*\* or RUN BPLL\*\*\*

- Single line format:

/BPSH\*\*\* FILE1,PW;FILE2,PW. .fn

or

/BPLL\*\*\* FILE1,PW;FILE2,PW. .fn

If the run format is chosen, Linc says, the usual run banner will print out, followed by the request, FILE(S)?. The user must then type in the file list. If the file list is left off of the single

line format, the same request will print out.

Linc lists the following rules for using the BPSH\*\*\* and BPLL\*\*\* library programs:

- The user must be validated for Honeywell background usage.
- As many files may be pushed or pulled with one execution as can be entered on one line.
- A password may not be left off, relying on the system to request it.
- If a file is in use, not saved, or part of an Alternate File Name (AFN) loop, the user will be notified; and pushing or pulling will continue for the other specified files.
- Read access to the file is necessary in order to push; write access is needed to pull.
- Successful initiation of the task is indicated by the printing of a Job

ID. Successful completion is shown by a background status of DONE for that Job ID.

- If pushing, foreground file space should not be PURged, UNSaved, or altered until after the job shows a background status of DONE.
- If pulling, foreground file space must exist before initiating the pull.
- If pulling ASCII or binary sequential files, foreground file space will be automatically adjusted to fit the length of the file in background.
- If pushing, background file space will be allocated in multiples of 12 pages.
- Initiation in either format causes BPSH or BPLL to become the current file.

Refer any questions on this subject to Linc Shannon at 8\*273-4327.

## August Service Awards

### Twenty-Five Years

Jerome M. Butler      Rockville

### Fifteen Years

Felix Y. Dupont      New York  
John H. Rayle      Syracuse

### Ten Years

Joseph P. Manzo      Rockville  
Bobby J. Cassity      Rockville  
William F. Brill      Rockville  
Doyle H. Eckelbarger      Atlanta  
Edwin K. Murphree      Atlanta

### Five Years

Carroll E. Dearborn      Washington  
Marion H. Rich      Rockville  
Charles F. Hurd      Rockville  
Jean K. Coleman      Buffalo

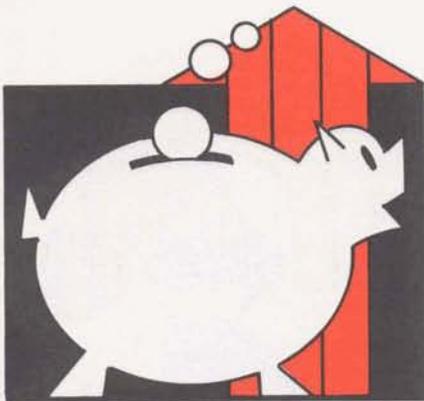
## Texas Instruments Uses Crisp III/70 Service

Texas Instruments is now offering, as a part of GE's Network Software Services, cross support for its TMS 1000 Microcomputer and its TMS 8080 Microprocessor.

This service, which is available on Crisp III/70 Service, offers a cross assembler and a functional simulator for each product. The output of the cross assembler is capable of being used for manufacturing input or hardware prototype and hardware simulator input, as well as input to the cross support simulator.

The Texas Instruments TMS 1000 is a four-bit Microcomputer which is fully self-contained on one chip, including memory. The TMS 8080 is an eight-bit Microprocessor which is electrically and mechanically interchangeable with the INTEL 8080 Microprocessor.

Manuals for any of these products can be ordered by customers through OLOS on the Mark III foreground. Our account manager for the Texas Instruments NSS account is Bill Marshall, Dallas.



## Save Your S&SP Statement . . . It's Important!

Did you file your S&SP Annual Statement so that you can find it next year?

Annual Statements have been distributed to all participants in the Savings and Security Program. The only participants not receiving a statement are those who began participating in 1975.

*You are going to need the statement next year when you make out your income tax return for 1975, and you're going to need it if you sell any of the securities distributed in the recent S&SP "payout."*

The statement is your only source of the figure on the "taxable income" you received in the payout. It's also your only source of the figure on the "tax cost" of the securities you received — the figure you must use in computing any gain or loss if you sell securities.

Both figures were computed by methods prescribed by Internal Revenue Service regulations. If you report different figures, your return will not

## More Zip for Zetas!

Plotting software in the on-line Mark III library has recently been upgraded to be compatible with a wider variety of terminal plotting equipment, reports Bill Backer, Senior Specialist in Marketing.

The newest and fastest Zeta Plotter, Model 1240, which is capable of 1200 baud operation; and the new Zeta 30N Plotter Controller, which is designed for use with several lower-speed plotters, may both be used with Mark III Service, Bill said.

To use the new software, all a customer has to do is specify the proper plotting

be correct and may be challenged by IRS.

**Only Accurate Record.** For most people, the Annual Statement is the only accurate accounting of what was paid out to you in the distribution early in 1975 — the result of your investments of 1971 — and the only accurate record of what is still being held in trust for you from participation in 1972, 1973, and 1974.

The top of the Annual Statement shows your holdings in Bonds, Stock, Fund Units and Income for the past three years. The bottom of the statement shows the information on the distribution of 1971 investments in the recent payout, including the "taxable income" and "tax cost" data.

In a separate box you will see the investments which are being held under the S&SP Retirement Option feature. This feature lets you defer receiving the securities acquired with the company's 50% matching payment and income,

speed, such as 120 characters per second, as a parameter in the subroutine call to ZPLOTS.

Customers having the proper plotter, controller and terminal should be notified of this increased capability, Bill said.

It will allow them to increase substantially the capacity of their own equipment to produce plotted output, as well as improve the productivity of Mark III Service.

Any questions? Call Bill at 8\*273-4698.

and securities acquired through Vacation Banking, until retirement, or until you leave the company for some other reason. Under current tax law, if those securities are held under the Retirement Option, taxes on them are deferred until income is received.

## Aren't People Grand?

On a recent Friday in Rockville, a stranger was seen on several floors of the Maryland Center Building. Shortly thereafter, Judie Gronkiewicz, Secretary to Division Counsel Dave Sherman, discovered that \$95 of shopping money had disappeared from her wallet. A severe blow on an otherwise happy payday.

While police and Security personnel were investigating the incident, Judie's associates were quietly demonstrating their friendship and esteem. Before the afternoon was over, Judie's \$95 was restored, thanks to the unheralded generosity of many fellow ISBDers.

Judie tried in vain to find out who her benefactors were so she could thank them. No one would admit to anything. So she's asked Update to add her own personal thanks. ISBD people really *can* be grand!

Although General Electric provides far superior security protection for its employees than most companies, unauthorized access to office areas is still a possibility. Employees are urged to make certain their valuables are secure whenever they leave their desks.

More important, don't let strangers into the office areas. Question their identity. If you are unsure, call the receptionist or the Security Operation (4071).

GENERAL  ELECTRIC



# Update

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

Sept. 2, 1975  
305.42

## Computer Output Microfilm Commercially Available Sept. 15 on Mark III Background

Computer Output Microfilm (COM) is being introduced, as of the middle of this month, for users of Mark III GCOS Background Service. COM is intended for those large background applications that produce voluminous output reports whose preparation is expensive and time-consuming.

Microfilm has become increasingly popular as a storage and reporting medium, especially since it is possible to produce it directly from computer tape, eliminating the necessity of producing any form of printed copy.

Any background program that presently writes a tape for the high-speed printer can be adapted, with minor changes, to write the tape for COM processing. The COM tape receives special handling at the Supercenter and the customer gets microfilm mailed directly to him. Two standard forms of microfilm are available from Mark III Service: 100-foot rolls of 16mm film, and individual 4" by 6" records called "fische."

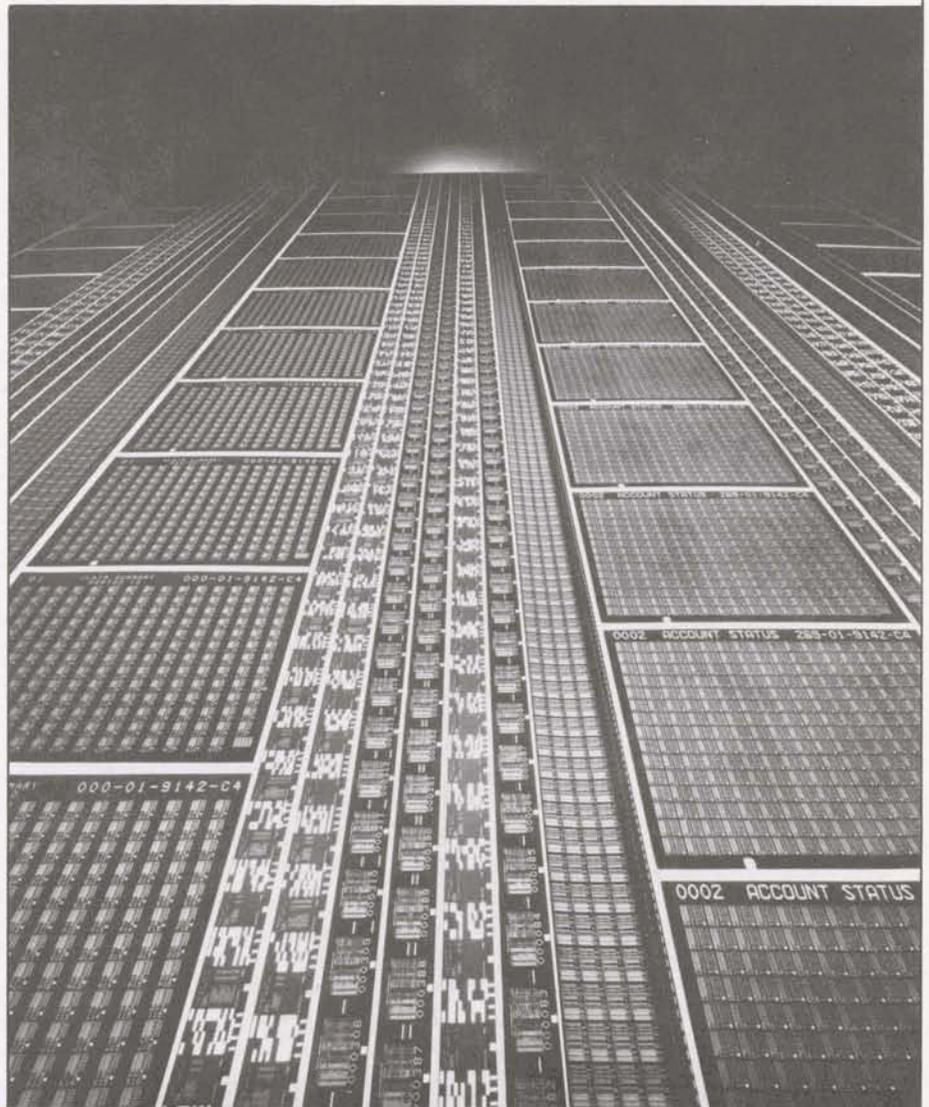
### Recognizing a COM Opportunity

Several clues point to a potential COM application:

- The presence of microfilm viewers in a customer's office;
- Large stacks of computer printouts, especially those having multiple copies;
- The existence of a large but infrequently updated data base that is referred to often by people in different locations.

### Cost Savings

The use of COM can result in sub-



*Maryland Center Building? No, just a clever configuration depicting various types and sizes of microfilm. Though less than four feet square, this grouping of film is enough to record perhaps 30 or more full-length novels.*

stantial cost savings to customers. Physical bulk of printed information can be reduced by 99 percent, which reduces mailing, distribution and stor-

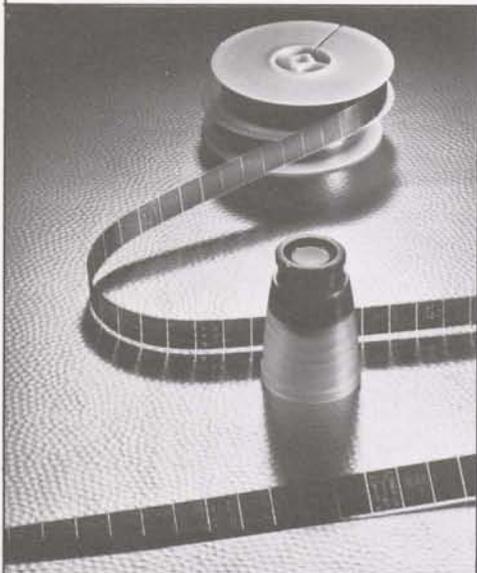
age costs. But the saving in paper costs alone can make a COM application attractive when lengthy reports are involved.

*Continued on page 2*

GENERAL  ELECTRIC



## COM *Continued from page 1*



One microfilm format being made available to Mark III Service customers is reeled 16mm film. These two compact 100-foot rolls are capable of saving a customer the bulk and inconvenience of up to 9,600 pages of computer printout.

### Uses for COM

COM is suited to a variety of applications such as parts lists, transaction listings, operational statistics, invoices, inventory reports, personnel records, schedules, price lists and cross-references of all types. Any application now running on Mark III background that produces at least 500 pages of printer output is a good place to start looking for COM possibilities.

### More Information

Branches are being sent a Sales Guide which gives the facts about selling COM. The guide lists additional sales support materials that include a sales brochure (coming later), a feature profile and a COM User's Guide.

## Sept. Service Awards

### Twenty-Five Years

Warner Sinback	Rockville
James Tidd	Rockville
Eileen Lynch	Erie
James O'Brien	Rockville

### Twenty Years

Ray McNees	Rockville
------------	-----------

### Fifteen Years

David Vernot	Rockville
--------------	-----------

### Ten Years

Orman Barkdoll	Rockville
Jacques Perron	Rockville
Eugene Shanklin	Rockville
Donald Armstrong	Erie
Charles Fowler	Atlanta
Richard Marsh	Rockville
James Schuster	Los Angeles

### Five Years

Michael Biondi	Erie
John Jamieson	Erie
Saul Summerall	Rockville
Dorothy Schan	New York

## Eileen Lynch Gets Her 25-Year Pin



*Eileen Lynch, Systems and Programming Analyst, Erie, receives her 25-year service award pin from her boss, Foreground Techniques Manager Floyd Johnson. On hand for congratulations is Tom Schuyler, Manager of Computer Operations. Eileen has been in Erie all 25 of her GE years, starting with the Refrigerator Department, then 18 years with the Direct Current Motor and Generator Products Department. She joined ISBD about a year ago from the Computer Information Systems Operation of the Transportation Services Business Division.*

COM is another tool that you can use in selling background. It can quickly produce short-term results for you and your customers; or it can implant an idea that could mature later.

By the way, the minimum charge for a COM run is now only \$10, reduced

from \$20. New price sheets will be out around October 1. Find out about COM and start looking for opportunities to put it to work. For additional information, call Bill Backer at 8\*273-4698.



*A clerk reviews a frame from a four-by-six-inch microfilm card, called a "fische." One fische can record 324 pages of printout. A wide variety of microfilm viewers is available, from this simple, low-cost desk model to highly complex computerized automatic retrieval systems.*



## Sell Crisp III/70 Service . . . It's Easy ; And You'll Sell More Foreground Too!

By Dave Cearnal  
Product Program Manager

*Dave Cearnal and Harry Hearn constituted one of the three two-man teams who spent three weeks in the field last month as part of the big VIP '75 Crisp III/70 sales blitz. As a result of his experience, Dave feels a prospect's data processing management is where it's at when it comes to selling Crisp III/70 Service. Do you agree? Let Update know.*

Considering the fact that several weeks ago I knew very little about Crisp III/70 Service, I was surprised when I was assigned to the VIP '75 sales blitz. But let me tell you that I learned a lot, fast! By getting out there with our account reps and meeting the prospects. What I learned best was that there's a tremendous harvest of Crisp III/70 business all around us, ripe for the gathering. I also learned that the guy to see is the top man in data processing.

Among those we called on were five of New York's . . . and the country's . . . largest banks. Our blitz team uncovered some immediate, major sales opportunities, and it proved to be interesting as well as fun.

We learned the answers to at least three very important questions:

- How difficult is the Crisp III/70 product to sell?

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 \* 273-4387.

- Who do we sell it to?
- Is the in-house data processing organization friend or foe?

The scenario of events in these customer calls makes the answers pretty obvious, at least in terms of our experience in New York.

To set the stage, it must be appreciated that these gigantic banks have immense hardware installations which in some cases feature up to 10 central processing units. They are data processing professionals in virtually every way.



Dave Cearnal

In one bank, the systems manager was approached and sold on Crisp III/70 Service to modify a very large system containing 15 PL/1 programs which provide lock box analysis for major corporate clients of the bank. The application is being run on the bank's in-house system, but it's extremely difficult to modify because of poor turnaround. Here's an opportunity that will generate good development revenue and open the door for other applications in this area.

A separate call on the vice president of data processing in the same bank yielded a most pleasant surprise: we found it very difficult to get through our sales

presentation due to the frequent interruptions by the vice president who kept coming up with his own ideas on how to use Crisp III/70 Service!

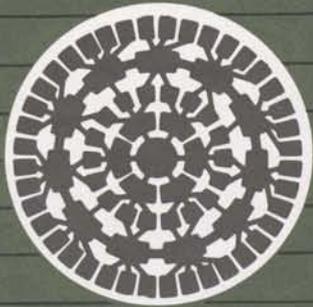
One of the opportunities identified was to off-load an application which provides ad hoc reporting capabilities using a large financial data base. Many users of this application do so on a demand basis without any scheduling or forewarning. This really creates havoc in scheduling for other production-type applications. The application in question accounts for 30 percent of the total capacity of one of the bank's IBM 370/158 processors. By converting it to Crisp III/70 Service, extra capacity will be freed up on the in-house processor and allow for much more orderly internal operations.

When presented with the total ISBD product line, this vice president indicated that his bank is doing business with 17 other service vendors . . . mostly interactive time-sharing. And the bank apparently has no plans to attempt to provide in-house time-sharing capabilities. However, he expressed a very serious interest in consolidating vendors, and also pointed out a pressing need for international network computing and IBM compatibility.

Since ISBD is the only vendor to offer such a combination, guess who has the inside track!

In another bank, after hearing about the Crisp III/70 product, its data processing management mentioned several possible opportunities for Crisp III/70 Service. But they quickly became even more interested in TIP and foreground to handle corporate cash balances for the bank's larger clients.

*Continued on page 4*



## Best Leader Yet Hits the Streets!

Last week, 36,000 ISBD customers received their colorful summer copies of *Leader*, the division's customer-oriented quarterly magazine.

This time it looks like Sales Promotion Specialist Russ Ryan, editor of the publication, really outdid himself. Printed on high-quality paper stock, the 20-pager is chock full of timely information and customer success stories, and illustrated by a most tasteful blend of beautiful color photography and bold, dazzling graphics that gives a real "what's happening now" impression.

Among the magazine's excellent features is an editorial by Roger Hobbs, Acting General Manager of the Sales Department. He presents a brief preview of the articles in this issue and points out some of the advantages to a customer of using ISBD's dual capabilities in the area of remote batch processing.

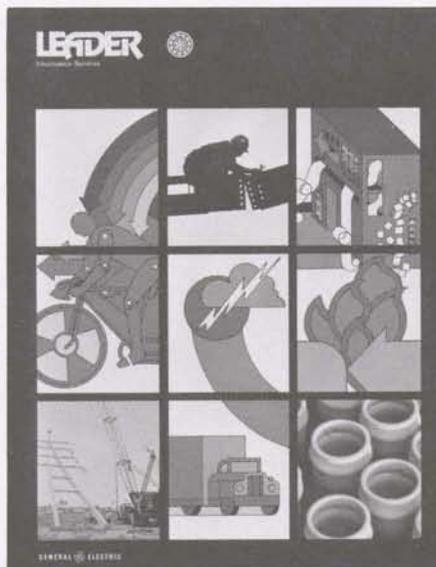
Other feature stories describe some of the unique ways New England Electric,

Johns-Manville and Florida Power are using Mark III Service to help keep their businesses moving forward in this era of fierce competition and economic trauma. Dennis Steinauer, Data Security Specialist, authors an article which describes many of the security precautions ISBD takes on behalf of customers, and

suggests ways the customers themselves can further protect their files and programs.

Twenty new and revised customer-available documents are described, and stories describe GE's new Currency Exchange Data Base, RPS III and Zapper, a Florida Power offering on Mark III Service for electric utilities. News of Crisp III/70 Service, the NEWRATES\*\*\* application, the new SORT\*\*\*/MERGE\*\*\* application package and Mark III Background round out the issue. A tear-out postage-paid return mailer is also included to enable customers to order copies of the division's latest sales brochures.

As in the past, this issue of *Leader* should make an excellent handout for account reps to use when prospecting for new customers. For this purpose, 100 copies have been drop-shipped to each ISBD branch office. If you need more, order them through OLOS. Extra supplies are in stock, waiting for your use.



## Sell Crisp III/70 Service *Continued from page 3*

This was especially significant, as earlier in the day a call had been made on time-sharing users in the Operations Research area, who are using competitive vendors. GE has been unable to penetrate this business. So it appears that we have really made a major breakthrough in this bank by contacting the data processing organization. It certainly would not have happened if we had not called on them to sell Crisp III/70 Service.

As you can see, I'm overwhelmingly enthusiastic with the results of the VIP '75 blitz . . . at least the small part of it I was able to participate in. I believe it was a resounding success. It certainly was in New York!

Based on this experience, I'd say the

formula for success in New York equals:

- An enthusiastic branch manager named Ellen Kistler who was excited about the Crisp III/70 product, and who sold her people on the blitz opportunity. Also her superior job of organizing the logistics.

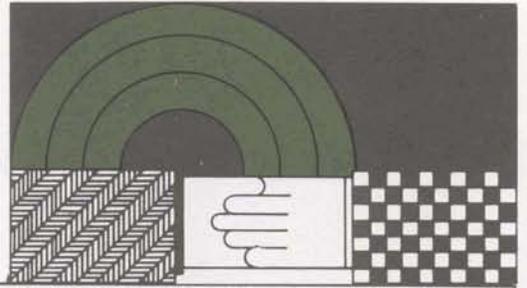
- Some really professional salesmen by the names of Ron Straight, Al Holdiman, John Harper and Lou Wellerstein who were determined to learn how to give Crisp III/70 sales presentations to their customers and who delivered under pressure with very little training, on short notice. They now consider themselves experienced CRISP

III/70 salesmen . . . and with justification.

- Calling on the right customers: the data processing management.

What will come of all this? Well personally, I feel certain three banks in New York will be using Crisp III/70 Service within 60 days. Two of them will have major applications generating something like \$80,000 a month in revenue. What's more, during this same time period, we'll realize a new foreground application, identified during the blitz, that has a potential of another \$20,000 per month.

I'd say it really pays to sell Crisp III/70 Service. Wouldn't you agree?



## "Here's a Summer intern Who Seems to Have Been Born Especially for GE's Information Services"

Bob Huber, Forecasting and Analysis Manager, believes his summer intern, Andy Bangser, comes just about as close as he's ever seen to being the ideal candidate for a career with ISBD. "He takes to programming and systems design like a duck to water!" Bob said.

Bob's enthusiasm is directed toward Andy Bangser, 21, who has just completed his second summer in the division's intern program, and heads back to Brown University in Providence, R.I., next week for his senior year as a physics major.

"Yes, I'm a physics major," Andy confessed, "but my real love is economics. In fact, I'm going to do an economics-oriented thesis on the statistical decision theory for my B.S. degree." The nearly straight-A student (3.6 grade point average) has already taken a number of elective economics courses, and hopes to pursue a graduate degree in business at the University of Pennsylvania's Wharton Business School or the University of Chicago.

Bob Huber said Andy is already a very proficient programmer, and has come up with some innovative systems design during the two summers he's spent with us in Rockville. "Well," said Andy, "I've known how to program all my life. At least it seems that way. My dad, an engineer, taught me the binary system when I was in the second grade."

Andy really got into programming during his high school days when he did it on a paying, part-time basis for the board of education in his home town, Westport, Connecticut. "But I really had a tough time of it when I first came here last summer," he said. "Although I knew six languages, Fortran was not one of them. It was also

hard to get to understand the ISBD product."

That's not exactly true, according to Andy's boss, Acting Forecasting and Analysis Manager Rod Lemberg. "Andy really picks things up fast," he said. "In fact, when I give him specifications for a job, he usually not only turns in what's asked for, but normally has an alternative solution which is an improvement over the original idea!"

This summer, Andy worked with Rod to create SAMIS—Sales and Marketing Information System—which is being used currently for sales reporting by all 29 of the division's branches. It will soon be expanded to include the Mark III network's foreign operation for reporting World Wide '76 sales campaign results. He also earned himself 50 support shares in the VIP '75 campaign.

Andy's performance was so good last summer that GE retained him throughout the 1974/75 college term with pay, as a quarter-time employee. Sitting at



*If your customers got a "Hi Mom!" interjected into their computer print-outs, just tell them to ignore it. It was only Andy Bangser inputting the first thing that came to his mind so Update could get this "live" photo.*

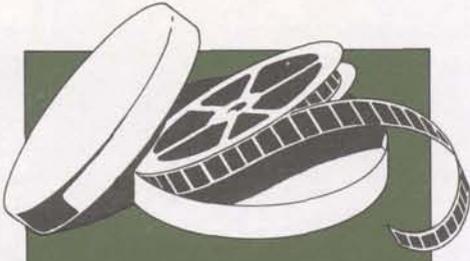
his study desk with a GE-supplied Texas Instruments Silent 700 terminal, Andy kept creating programs to Rockville's total satisfaction. Bob Huber considers that he gave us much more than the 10 hours per week we asked of him. As he ends his second intern summer in Rockville, Andy has once again been supplied with a remote terminal so he can continue contributing effort to ISBD's success.

When he graduates from Brown, what then? Well Andy is not quite sure. What he would like to do ideally is to return to ISBD when he gets his degree in June and work for another year and a half to become eligible for the company's generous tuition assistance program. Upon receipt of his master's degree, he feels he'll be ready to come back to ISBD for what he expects to be an exciting career.

As far as career opportunities go, Bob Huber thinks ISBD is definitely the best place for Andy to put his skills and ideas to work. "I think Andy's a potential whiz at forecasting and analysis," Bob said, "but we'll probably have to fight Technology for him, because he's got what it takes to succeed in that area too."

Andy first learned of ISBD's summer intern program from a friend of his family's, GE Senior Vice President Reuben Guttoff. Andy applied to ISBD headquarters and was accepted into the program.

Just how far can Andy go with ISBD? "Well, in my opinion, Rod Lemberg is the best systems designer we have in the division," Bob Huber said, "and given the experience and training, I think Andy will someday give him a real run for his money. After that, who knows?"



## "Global Village" Highlights Brook Park Meeting

George Feeney, Ray Marshall and a contingent of Rockville Systems management people got together last month in Brook Park with Ohio Center Systems management for an annual updating of the division's incredible success story.

Meeting at Sheraton's Hopkins Inn in Cleveland, Ray discussed the Systems Department's growth and success in particular, and George outlined the division's rapid strides so far this year and disclosed some of its ambitious plans for the future.

A welcome highlight of the meeting was a preview showing of the division's outstanding new 20-minute film, *Global Village*. The fast-moving movie ended to the tune of prolonged, enthusiastic applause. Cocktails and dinner gave everyone present an opportunity to relax and enjoy each other's company.



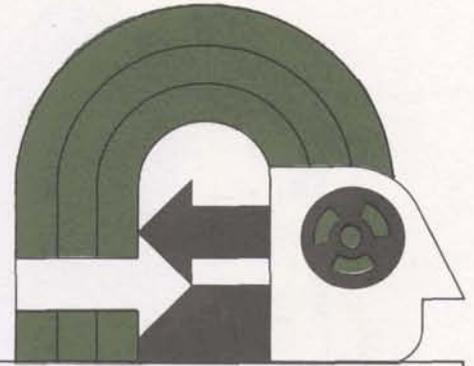
*Relaxing after the meeting with cocktails. From left: David Simshauser, Ohio Center Foreground Operations Manager; Adella Waddell, Customer Billing Specialist; Phil Keenan, Support Service Manager; Gene Shaklin, Network Transmission Manager; and Bob Grabowski, Purchase/Administration Specialist.*



*Enjoying dinner and fellowship. Clockwise from left: John Gummo, Shift Manager; Jim Morgan, Shift Manager; Ron Egovalle, Shift Manager; George Feeney; Adella Waddell, Customer Billing Specialist; and Emery Williams; Shift Manager.*

*Clockwise from left: Dan DeLeonardis, Facilities Specialist; Doug DeLisle, Service Desk Specialist; Joe Adams, Validation and Billing Manager; Mel Szot, National Service Operation Manager; Russ Evans, Shift Manager; and Gerry Way, Planning and Logistics Specialist.*





## Interchange Corner *Chairman Jones:*

### Programming Aids

Wayne Garber, Senior Tech Rep in Portland, advises us that most of the out-of-print documentation for the programming aids in the library have been placed in a file called AIDSDOC.

To obtain documentation for this package, as well as all the other packages mentioned in the file, simply list those files within quotes, Wayne says.

Included in the updated documentation is NONPRINT\*\*\*, COMPARE\*\*\*, WEAVECHK\*\*\*, READLONG\*\*\*, BINARYLF\*\*\* and DECOMS\*\*\*.

Also updated and available in APEX as SUPERDOC is the documentation for the library FORTRAN (FIV) sub-routines that can duplicate the mat input and mat read used by Basic as well as the data line continuation allowed by Basic. These routines (SUPERREAD, DATAMGR and SUPERPAR) have been of valuable use when making a user-invisible conversion from Basic to FORTRAN, as well as from H400 systems with freeform FORTRAN input.

The BFILEMGR provides an ECS or cache memory type of data management for software systems that extensively utilize temporary files during processing, such as STRESS and other matrix manipulation systems.

Another program documented as ARCHIDOC provides economical storage and retrieval for ASCII and/or binary sequential files, by minimizing the archival storage and retrieval costs.

To clear up any questions on these programming aids, call Wayne Garber at 8\*503-288-6915.

## US Jobs Will Be Destroyed If Multinationals are Curbed

If Congress shackles multinational companies and cuts back promotion of overseas sales, jobs will be destroyed in this country, warns General Electric's chief executive.

Chairman Reginald Jones blasted the idea that employment can be built in the U.S. by shutting out imports and preventing overseas expansion of U.S.-based companies. He called such proposals "old fashioned," "Job-destroying", and "shortsighted."

"The main mode of attack right now on U.S. firms with overseas operations is to change the tax rules so these overseas plants will have to be reduced or closed down," Jones said. "The effect would be to reduce our ability to compete for export orders — and the jobs they create — against European and Japanese multinational companies that have the solid support of their governments."

He said unless the government adopts a positive, supportive economic policy, exports will decline, jobs will be lost, inflation will be re-ignited and the U.S. long-term economic, political and military position will be at risk.

Having given those stern warnings, Jones called for three positive thrusts

in U.S. policy to keep its industries competitive in world markets:

- Encourage American firms that operate worldwide.
- Continue export programs to at least approach those of other industrial nations.
- Reform tax structures so that business will be able to step up modernization and expansion of "the aging U.S. industrial machine . . . so we can win back our productivity advantage."

## Grzybowski Completes Management Studies



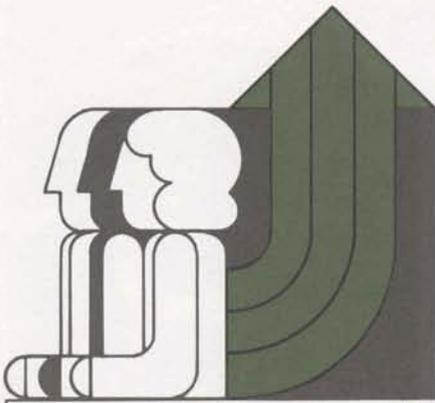
*Ray Grzybowski*

Ray Grzybowski, Senior Tech Rep in the Schenectady Branch, was recently graduated from General Electric's Financial Management Program. Ceremonies were held for 51 participants who finished the studies in the Schenectady area.

The study program involved two and a half years of financial courses supplemented with discussion seminars covering other functions of GE such as marketing, manufacturing, engineering, employee relations and legal practices. Ray managed to handle all his assignments and pass all his courses in addition to his full-time efforts on behalf of the branch.



**BE A WINNER!**



## People On the Move

Joseph Bublik, from Operations Specialist; to Shift Manager, Rockville.

Glen Eubank, from Senior Computer Operator; to Operations Specialist, Brook Park.

Alan Holdiman, from Account Rep; to Senior Account Rep, New York Financial Branch.

Louie Johnson, from Senior Computer Operator; to Operations Specialist, Brook Park.

Larry McNeill, from Tech Rep, Bethesda; to Technical Manager, Atlanta.

Dennis McPhail, from Operating Specialist; to Systems Analyst, Brook Park.

James Ramage, from Computer Operator; to Senior Computer Operator, Brook Park.

Robert Sherman, from Operations Specialist; to Shift Manager, Rockville.

Jack Werbicki, from Organization and Manpower Representative, Brook Park; to Manager, Organization and Manpower, Rockville.



*Joseph Bublik*



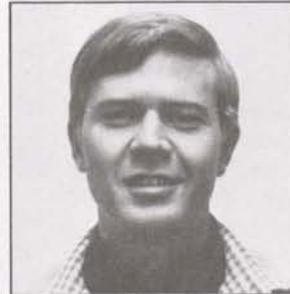
*Glen Eubank*



*Alan Holdiman*



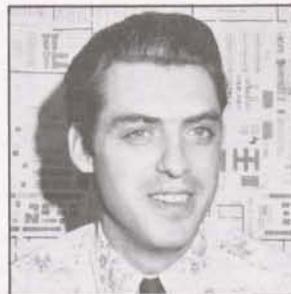
*Louie Johnson*



*Larry McNeill*



*Dennis McPhail*



*James Ramage*



*Robert Sherman*



*Jack Werbicki*

## S&SP Prices—July

Month	Stock Price	Fund Unit Price
July	\$49.926	\$27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499
February	41.757	22.706
January	35.500	20.289
December	33.274	19.335
November	36.881	20.889
October	35.940	19.810
September	34.350	19.760
August	41.205	21.934

## In Other GE Divisions. . .

GE is back in the trolley business again, with a \$7 million order for motors, controls, converters and acceleration/deceleration resistors. The order was placed with the Transportation Equipment Products Department in Erie by Flyer Industries, Ltd., which is building 457 trolleys.

The coaches, which run on rubber tires are destined for use in three cities in the United States. San Francisco will

receive 343, Boston 50, and Dayton 64. By the 1950's, diesel buses had replaced most of the nation's trolleys, except in the above three cities and in Philadelphia and Seattle, where the electric trolley systems were maintained. The old trolleys, ranging in age from 25 to 35 years, are still operating reliably. Measured against an average 12 years economic life for diesel buses, they have proven their point.

GENERAL  ELECTRIC



UPDATE

FORMATION  
SERVICES  
BUSINESS  
VISION  
OCKVILLE,  
ARYLAND  
pt. 15, 1975  
5.43

## PROCLIB, RMS and the 3780 Terminal Mean Better Value to Crisp III/70 Service Customers

Jim Babcock, IBM Services Program Manager, has announced the addition of three major enhancements to Crisp III/70 Service. Two are already effective, and the third, currently being field tested, will be commercially available by the end of September.

First, there's the users PROCLIB capability, a brand new system configuration which allows Crisp III/70 users to create their own *private* cataloged procedure libraries.

What this means is that users' job control language procedures, often containing such information as program and dataset names which may be of a sensitive nature, are now more secure against competitive intrusion than ever before. Under standard IBM operating systems, only *public* procedure libraries are available to users, resulting in everyone's JCL procedures residing in the same procedure library. This way, virtually anybody who wants to can access the library; and even make use of other users' procedures.

The new private PROCLIB capability is exclusive, to the best of our knowledge; no competitive vendor currently offers such a service. This capability has resulted in our being able to sell a number of major users on Crisp III/70 Service. . . many of whom are already making heavy use of the capability on the Crisp III/70 system. Jim Babcock thinks it also makes our product a great deal easier to sell and will result in significant amounts of new business.

Jim said the private PROCLIB facility also has some other very attractive

features. One is the capability it gives a user to import procedure libraries from in-house systems and have them running on the Crisp III/70 system in a very short time.

Private PROCLIB capabilities are especially useful to NSS authors as additional protection for their programs against unauthorized use by non-subscribing individuals.

Secondly, Remote Media Service (RMS) is now available to Crisp III/70 Service users. Output for remote shipment can take the form of tapes, punched cards or printed reports, and is delivered to customers by courier, usually the day after it's produced.

Instructions such as tape names, where to deliver and to whom, type of paper and number of copies needed, type of output, etc., are effected by special ISBD-supplied control cards which are imbedded in the job stream itself, and

which accompany the job throughout its entire processing cycle.

These cards force the job into an RMS queue which enables operators to handle it separately from other jobs. RMS is especially valuable with very large-volume jobs which would not be economical to run on the network.

The availability of RMS has resulted in a large audit firm transferring a significant application from one of our competitors and installing it on the Crisp III/70 system.

Both the new private PROCLIB capability and RMS are covered in a new documentary supplement to the Crisp III/70 User's Guide which is now available via OLOS. Its publication number is 2050.01B-1.

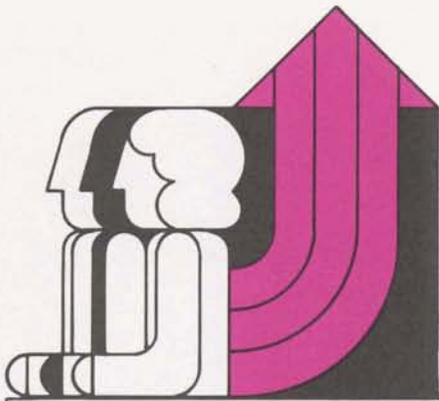
And finally, a new service being field tested right now is scheduled to be commercially available to Crisp III/70 users by the end of September. That is the compatibility of the system with the IBM 3780 high-speed terminal, or with any terminal which emulates the 3780 (such as several models of the Data 100 and eventually System 3's).

Jim said that since the 3780 is the most commonly used IBM high-speed terminal in use today, this should open up a vast new sales territory for the Crisp III/70 product.

"This and the other two enhancements," Jim said, "represent GE's commitment to seriously pursue the IBM market."



GENERAL  ELECTRIC



## People On the Move

Rudy Baldor, from Senior Tech Rep, Tampa; to Technical Manager, Miami.

Howard Cohen, from Tech Rep; to Senior Tech Rep, Palo Alto.

Debra Dotson, from Mailbox Clerk; to Validation Clerk, Brook Park.

Louie Johnson, from Operations Specialist; to Shift Manager, Rockville.

Tim Madison, from Program Manager, Honeywell Training; to Manager, Customer Assistance, Rockville.

Jim Marzonie, from Specialist, Forecasting and Analysis, Rockville; to Senior Tech Rep, Denver.

Beverly Powell, from Tech Rep Trainee; to Tech Rep, Philadelphia.

Phil Snyder, from Systems Specialist; to Shift Manager, Brook Park.

Laura Wechter, from Tech Rep, Encino; to Technical Services Specialist, TSO, Torrance.

Emery Williams, from Operations Specialist; to Shift Manager, Brook Park.



*Rudy Baldor*



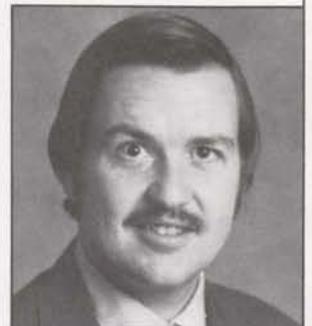
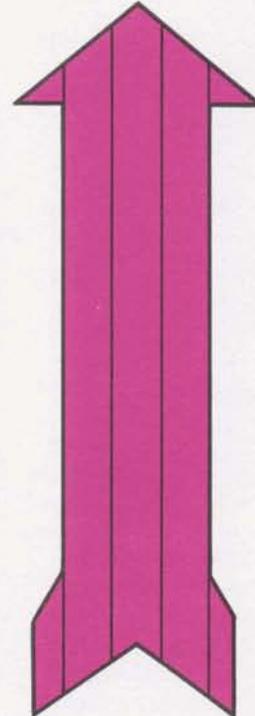
*Howard Cohen*



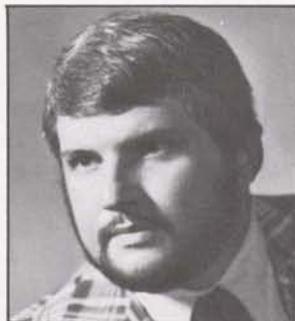
*Debra Dotson*



*Louie Johnson*



*Tim Madison*



*Jim Marzonie*



*Beverly Powell*



*Phil Snyder*

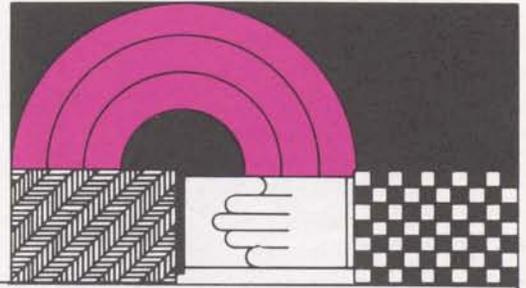


*Laura Wechter*



*Emery Williams*

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 \* 273-4387



## Selin Selected as 1975 GE Representative to The President's Executive Interchange Program



*Clarence Selin*

Clarence Selin, Manager of the Technical Services Operation, begins a 12-month assignment today as one of 30 private industry representatives in responsible government positions. He is the GE employee to be selected for the President's Executive Interchange Program this year, and becomes one of about nine or 10 who have participated since the program's inception in 1969.

The President's Executive Interchange Program was established to provide highly talented executives with an opportunity to gain experience by crossing sector lines to work temporarily in government or business during the important middle years of their careers. With 30 from the private sector going temporarily into government jobs, about 10 government employees will hold down temporary but responsible positions in private industry.

"Openness, mutual confidence and sharing of ideas, techniques and talent are essential to America's progress," said President Gerald R. Ford. "An

exchange of promising future leaders from government and the private sector enhances this opportunity. The Executive Interchange Program is a valuable tool for making it happen."

The objectives of the program are several:

- To promote understanding and a better working relationship between business and government through the exchange of high caliber executives from each sector;
- To provide executives with an increased awareness of the perspective, methods, resources and operation of the Federal Government or of the private sector;
- To open government agencies and executives to the management expertise of the private sector;
- To develop a cadre of business executives with successful mid-career government experience who could be called upon at a later date for service on advisory boards and panels and in high appointive positions.

Clarence has selected the Treasury Department for his assignment. He will be reporting directly to Dave MacDonald, Assistant Secretary of the Treasury in Treasury Secretary Simon's office. His responsibilities will expose him to internal workings of a very important government area, involve liaison with the private sector as well as other government agencies, and give him experience in the legislative function.

He will be responsible for evaluating production in terms of dollar value for the six bureaus under Dave MacDonald's care. These include such important areas as Customs, the U.S. Mint and the Treasury. He'll also be in charge of laying out the marketing program for the country's soon-to-be-released new \$2 bill. . . assuming Congress' final approval, of course. Another activity will involve helping MacDonald prepare reports, briefs and testimonies for presentation on Capitol Hill before various congressional committees.

Clarence is understandably enthusiastic about the opportunity to gain a new insight into the workings of our government. "Especially with regard to how government and industry relate to one another," he said. "I am certainly honored to be able to represent General Electric for a year with our government. I know this will be a great opportunity for me."

Herman Weiss, General Electric's Vice President of the Board, has been very active in the program throughout its six years of existence. He is currently a member of the President's Commission on Personnel Interchange, the group which administers the Executive Interchange Program, and in 1972 and 1973 served as Chairman of the commission.

Clarence does not yet know if he will be returning to ISBD at the end of his assignment. Since GE's participation in the program is handled by corporate headquarters in Fairfield, it is quite possible that Clarence could be offered a new position in another GE division at that time.



## MTI to Market its Cadense Programs via Mark III Network Software Services

Mechanical Technology Incorporated (MTI) has signed an agreement with GE to install selected Cadense® computer programs on ISBD's NSS library. The two initial programs, plus the ones to follow, are for mechanical engineers' use in the design and analysis of rotating machinery rotor and bearing systems. Typical machinery analyzed by use of these programs would be steam turbines, electric motors, pumps, compressors, fans, gas turbines and high-speed spindles, etc.

### FAL III is Coming; You Can Help!

Technology is currently planning a major upgrade of the FAL product. Jon Weston, the Product Planner for FAL, is looking to the field for inputs, especially in the areas of major customer needs that should be soluble through FAL but presently are not, due to basic limitations in the product.

Although requests for specific enhancements are helpful, Jon is asking for you to step back from specific features and indicate what more general kinds of capabilities would be of value to you and your customers.

All inputs should be put in through the Product Improvement Request System, an on-line system administered by Product Planning for general product improvement requests. If you haven't used PIR, contact Chuck Newton at 8\*273-4463 for details.

"Many of the existing capabilities of FAL are there as a direct result of field suggestions and requests," said Lou Schreiber of the Business Application Systems group in Technology. "We plan to make even more use of this valuable input in the future."

The first program produces information concerning the critical speeds (speeds at which the rotor-bearing system is in resonance) of the rotor and its bearings. The designer uses this information to establish a system which will not be required to operate at or close to a critical speed. If a machine was to operate at or close to a critical speed and some form of excitation (unbalance, seismic, drive motor nonsynchronous electrical excitation, etc.) was introduced, damaging vibration of the machine could be expected.

The second program allows the designer to estimate the amplitude of vibration which will occur at any point on the rotor as a result of the rotor being out of balance. The unbalance can be placed at any point or combination of points along the rotor length and the rotor can be run through any speed range desired. The program will indicate the unbalance response at all selected stations along the length of the rotor. The designer can use this information to judge the clearances required (such as for seals, impellers, etc.) in the machine and the manufacturing tolerance (unbalance) limits to specify.

Typical users of these programs are manufacturers of rotating machinery, contracting companies, smaller consulting companies which are called in to troubleshoot, and the users themselves such as oil and gas companies, electric utilities, chemical and petrochemical companies.

If you have customers who might find these Cadense programs of use, call the account rep on the case for additional information. He's John Barber in Schenectady (8\*235-9241).

®Cadense is a Registered Trademark of Mechanical Technology Incorporated.

## Dick Gariepy Earns First Level II Award



*Dick Gariepy*

Dick Gariepy, Senior Tech Rep in the Schenectady Branch, has received the division's first Level II award for having completed 100 credits of study in ISBD's Employee Development Studies Program.

Credit is generally earned in EDSP courses by the number of class nights involved. For example, a class meeting once a week from six to nine p.m. for six weeks would bestow six credits on all who complete it. So reaching the 100-credit mark is no small job.

In fact, only 15 level awards have been presented so far in the division, nationwide, and of these, 14 are for Level I, or 50 credits. Of the 15 earned so far, seven belong to members of Lee Denny's Schenectady Branch.

GENERAL  ELECTRIC



**ISBD**

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

Oct. 13, 1975  
305.45

## GE's All-New Cluster System Technology Set to be Introduced During October

In the developmental and testing stages for the last two years, ISBD's new clustered systems are about to make their formal debut. During October, Mark III Service should experience a significant improvement in central processor load balancing, 24-hour system availability, and level of reliability.

The reason: clustered systems. ISBD has developed something called a "scratch pad" memory, consisting of a semiconductor memory device and a microprocessor, which helped lead the way to our ability to tie four giant Honeywell 6080 computer systems into what appears to be a single massive central processor. The scratch pad is linked directly to each of the four processors in a cluster and stores file control and resource allocation information.

With clustered systems, all processors in a cluster are designed to be able to access as many as six separate logical file systems concurrently.

What all this means is that the new concept is designed to enable ISBD to automatically optimize load balancing between processors by controlling the load assigned to each processor.

Ordinarily, one processor may experience a very heavy load due to user demands, while another unit might experience a relatively light load. This situation can result in customers experiencing varying response times. By balancing the load to optimize utilization of all processors in a cluster, users should receive more consistent response time.

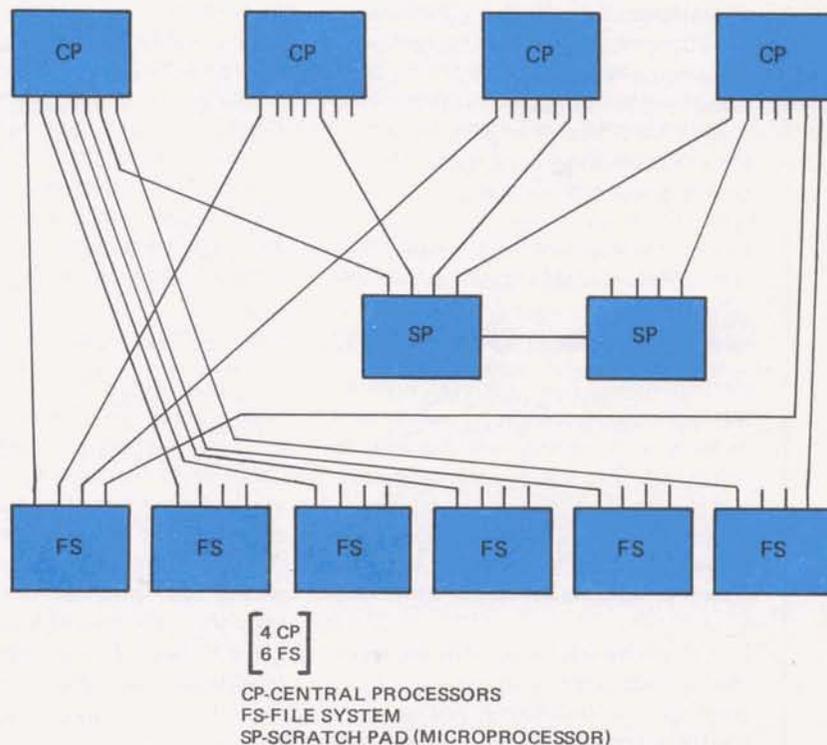
Another major advantage of clustered systems is that it should enable the division to come closer than ever to providing true 24-hour system accessibility. While under ordinary system configurations users on a particular system must wait 30 minutes to an hour each day while their system is down for regular maintenance, clustered systems are designed to allow other functioning processors to take over any downed system's load while it is undergoing

maintenance servicing.

ISBD has always considered our service the best data processing available anywhere. Now, since we know of no in-house installation which has this capability...or any competitive data processing service, for that matter...we believe clustered system technology will further widen the gap between Mark III Service and all other alternatives.

*Continued on page 2*

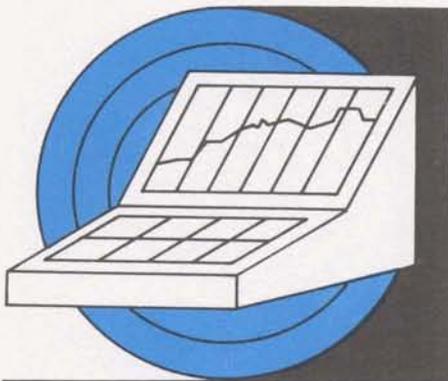
### MARK III CLUSTER SYSTEM



*This illustration represents a Mark III Service 4X6 cluster file system. Four Honeywell 6080 central processors are interconnected with six file systems. A scratch pad microprocessor is directly linked to each central processor. Thus, the cluster is not dependent upon a single device, but functions as a single massive central processor.*

GENERAL  ELECTRIC

For General Electric Employees Only



## New Business Graphics Utility Will Provide Mark III Users Broad Plotting Capabilities

Scheduled to be introduced into field testing this month is ISBD's brand new plotting utility, called Business Graphics, which opens up new charting capabilities of Mark III Service. If the tests run satisfactorily, the first phase of the utility will be released in November.

The functional specs for the new capability were written by Ted Truex, Product Planner; and the programming was done by Joe Schartman, Systems Engineer; and Jim Wylie, Senior Systems Specialist.

Release I enables Business Graphics to be used with FAL II, or by itself as a free-standing capability. This means that any current FAL user would be able to graphically depict just about any output from FAL programs; or turn any other comparative figures into easy-to-grasp bars or lines.

As a cost-saving feature, the user may wish to create graphs in the interactive

mode on a TTY before printing final copy on the more costly Zeta Plotter. Various representations will give the user a view of what the effect would be by changing the value of an independent variable several times.

FAL output examples might include such things as sales versus quotas, sales versus net income, profit/loss figures, balance sheet comparisons, earnings projections, and thousands of other conceivable comparisons. The utility is designed to produce either lines or bars . . . up to five on each chart . . . which depict about anything the user wishes to show. According to Floyd DeAndrade, Senior Specialist in Marketing, who prepared the Market Plan for the new product, all commands are in simple English words or phrases, making it extremely easy to use. But, he added, most of these commands are optional. "That means that if a user doesn't want all the possible headings and identifications printed out," he said, "he doesn't

have to go through a whole set of unnecessary commands. The system will automatically default into pre-selected parameters."

Floyd thinks Business Graphics has the potential to be a significant source of new revenue for ISBD. "Just think of all the applications for this capability," he exclaimed. "It can find wide usage in preparation for stockholder and board of directors meetings, any top management meetings, for pamphlets and sales literature, reporting regional sales, training . . . you name it!"

Floyd said the graphic output from Business Graphics can be particularly appealing to businessmen because it can summarize voluminous amounts of data for easy comprehension. The visual displays provide lasting mental pictures, and they're excellent for statistical summaries of key business data. Mark III graphs can also eliminate hours of manual graph preparation, greatly reduce the possibility of errors and allow for standardization and continuity of periodic graphs. Their flexibility allows them to satisfy many size and form requirements.

Since this is the first time ISBD has been able to offer customers plotting capabilities tied in with business applications through a Foreground interface, Floyd said, many of our customers should be able to recognize useful applications as soon as they're introduced to the new capability. "And I feel certain it will win us a lot of business currently in the hands of some of our competitors, too," he declared.

Chances are that the new Business Graphics will be usable by any current Mark III customer, because it is designed to be compatible, in Release I, with any TTY-type terminal such as

*Continued on page 4*

## Clustered Systems *Continued from page 1*

Here's basically how clustered systems will work: processors will operate virtually autonomously, with the scratch pad designed to enable each processor in a cluster to determine the status of any file in use by any processor, helping to assure file integrity when several processors access the same file.

From the day GE began offering commercial data processing services 10 years ago, our technology has constantly improved. These improvements have frequently resulted in more data processing capabilities for the customer at less and less cost.

We believe clustered systems will be another step in that direction. Thanks to load balancing capabilities that clustered systems are designed to give

us, it is expected that ISBD will be able to make better, more comprehensive use of its computer resources. This should enable us to substantially increase the amount of processing we can handle at little increase in cost. As ISBD has done in the past, the saving from this improved operating efficiency is expected to be shared with Mark III Service customers, once again resulting in more processing for less money.

This is a major ISBD technological breakthrough, and significant merchandising efforts are currently being expended to make it widely known throughout the business and data processing worlds. And, of course, Update will keep its readers posted on developments.



## Industry News

Exerpts from the Trade Press

### ITS & UCS

"United Telecommunications Inc. and International Timesharing Corp. . . signed a definitive agreement calling for the acquisition of ITS by United Telecom. ITS provides timesharing and remote computing services through a . . . network serving 23 cities. It had \$5.5 million in revenues for fiscal 1975 . . . United Telecom's United Computing System Inc. subsidiary operates a national . . . network serving 92 U.S. and Canadian cities."

*EDP Daily, 8/18/75, page 199*

### UCS

". . . has reached an agreement in principal to acquire Foresight Systems, Inc. a Los Angeles application software and consulting firm. . . Foresight markets two proprietary applications products: the Foresight financial modeling and

management application language, and Foretax, a corporate state income tax compliance and planning program . . . UCS president G. J. Lorenz said ". . . The decision to acquire FSI was based on our goal of specializing our future marketing efforts toward proprietary application products and specific industries' . . . UCS is a subsidiary of United Telecommunications Inc."

*EDP Daily, 7/28/75, page 110*

### CSC

". . . has entered into a ten year agreement with Entel-Ibermatica, a subsidiary of the National Telephone Co. of Spain, for the operation of CSC's Infonet computer time-sharing service in Spain. The agreement, which is subject to the approval of the Spanish government, provides for a monthly utilization fee.

The service will use a . . . Univac computer to be installed in Madrid and the telephone company's high-speed data transmission network . . . Computer Science will provide Entel-Ibermatica with Infonet operating system and a library of computer programs. The company will also train the Spanish firm's technical and marketing personnel . . ."

*EDP Daily 7/25/75, page 104*

### Rapidata

"Rapidlink-DOS, a new software communications link package for DOS and DOS/VS users, has been announced. . . The package is designed to transform an IBM 360 or 370 . . . running under DOS or DOS/VS into an intelligent 2780 terminal. Like Rapidlink, which provides support to OS and OS/VS users, the new service permits an in-house system to 'talk' directly with any of Rapidata's computer systems . . . When used in conjunction with its auto-dial feature,

Rapidlink-DOS can use Rapidata as an extension of a subscriber's in-house system . . . in alleviating bottlenecks . . . during peak . . . periods."

*EDP Daily, 8/1/75, page 135*

". . . is offering IDOS/VS (Interactive DOS/VS) on the Rapidata IBM system . . . IDOS/VS is a VM/370 programming facility which allows DOS and CMS environments to exist concurrently in the same virtual machine . . . IDOS allows user's to develop, execute and debug DOS programs in the conversational environment . . ."

*EDP Daily, 8/7/75, page 159*

". . . has announced a new price schedule for Rapidvoice, its telephone information processing service . . . When used in conjunction with special validation procedures and immediate run sign-on programs, Rapidvoice can be used to develop customized turnkey system. . . Users can now access the Rapidvoice audio response network through expanded local telephone coverage or through nationwide toll-free WATS lines. WATS users are charged \$13 per connect hour; local users are charged \$5 per connect hour . . ."

*EDP Daily, 8/4/75, page 141*

Original references compiled by Pat Buteux are on file at the Competitive Service Desk (8\*273-4108)

## October Service Awards

### 35 Years

Robert W. Hamilton      Rockville

### 25 Years

Paul L. Beaudry      Rockville

### 15 Years

A.C. (Ade) Graham      Rockville

Thomas C. Newton      Rockville

### 10 Years

Joseph Boles      Philadelphia

Alice M. Pellow      Houston

John H. Putman      Rockville

### 5 Years

Paul W. Dowdy      Greenboro

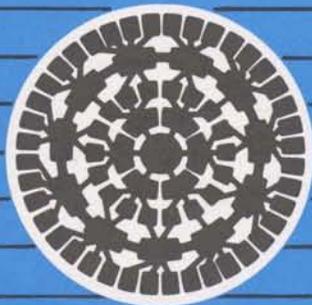
Richard W. Meadows      Rockville

Dennis W. McGee      Rockville

Dennis E. McPhail      Brook Park

Donna J. Haynes      Greenville

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 \* 273-4387



## Business Graphics Utility *Continued from page 2*

the TermiNet. With such terminals, X's or other letters print out to form the lines or bars. It will also be designed to be compatible with the Zeta Plotter which actually draws the graphs. Later releases will design it to be compatible with additional terminals, such as the Tektronix 4000, the Hazeltine 2000 and other CRT's.

Here are some of the more interesting features of Business Graphics:

- It offers a variety of plot types: line and bar graphs, pie charts (such as the U.S. annual budget) and scatter diagrams (such as geographical concentration of the population).
- It's capable of producing from one to five plots on a single page.
- The length and width of each plot is specified in easy-to-use inches.
- Both line graph and bar chart axes are automatically drawn and labelled with numerical values.
- Pages are titled according to user-specified data.
- In Release II the user will be able to specify the descriptive information to be printed on any location on the plot, as well as a file containing text to appear in the plot . . . such things as date and time, for example.

As we mentioned earlier, Release I will enable users to apply Business Graphics to FAL II, or as a free-standing plot package. As the latter, it will accept X and Y data to be plotted and plot control information to produce plotted output on various media.

This information will be produced by (1) the external application package

interface, (2) the user's graphic language module, or (3) a free-standing user program. The first of these will allow direct plotting from the major application packages using language and syntax consistent with the application package.

The second will allow plotting of any X-Y data through a universal graphic language. The third method of access will allow a user to plot directly without going through the language interface.

Finally, the subroutine level of access will allow users to develop their own special capabilities that may not exist in the standard graphic package.

One of the most appealing things about Business Graphics is its cost. Floyd said graphs should cost an estimated \$1 to \$3 each, depending upon the number of lines or bars desired. "What's a couple of dollars compared with the \$50 or \$100 it might cost to have a graph created manually from a bunch of figures?" he exclaimed. "At our rates, users will feel free to use this capability extensively!"

## New and Revised Documentation

A supplement (5500.11A-1) was issued to the recently revised *MPS Driver* advance release user's guide. It corrected JCL program cards from

\$ PROGRAM RLHS to  
\$ PROGRAM RLHS,ON1

The *ASTRA Driver* advance release user's guide (5602.42A) was revised. Among the most significant new features documented are data entry from a file,

Business Graphics will provide many other capabilities not covered here due to limited space. A few, however, include the user's choice of solid, dotted or dashed lines for Zeta Plotter output, user-specified symbols for use in drawing charts, user-specified horizontal and vertical axis titles, user-specified textual title of plots, and user-specified legend or meaning for each curve or bar.

The future promises still more exciting capabilities. Floyd said Release II, which he expects to be field tested before the end of 1975, will enable users to use

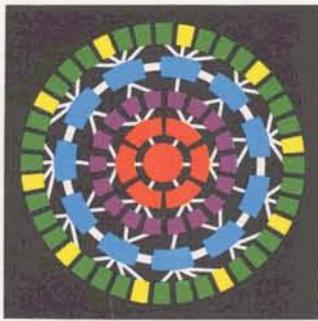
Business Graphics with DMS, STATSYSTEM and MAP, which will multiply capabilities and flexibility of the utility exponentially. "With these and additional application interfaces," Floyd said, "users will be able to plot just about anything they can get out of Mark III Service!"

If you have any specific questions on Business Graphics, or if you have users you'd like included in the field tests, get in touch with Floyd at 8\*273-4680.

restart from the COMMAND? level, and calculating disc parameters.

A *reader comment form* has been approved for use in customer documents. This marks the first time for this Division that readers can comment on documentation directly to the writers. The form will appear in revisions and reprints over the next several months. First use of the form is in the *ASTRA* booklet described above.

GENERAL  ELECTRIC



**ISBD**

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

OCT. 27, 1976  
305.46

## Production Fortran Due for Release Next Week; Can Reduce FIV User Costs 30%

Information Services is expected to announce next week the release of Production Fortran, a new production-oriented language for Mark III Service users. By switching to Production Fortran, users of existing repetitive FIV programs can reduce their processing

costs by as much as 15 to 30 percent, depending upon the current mode of their FIV programs.

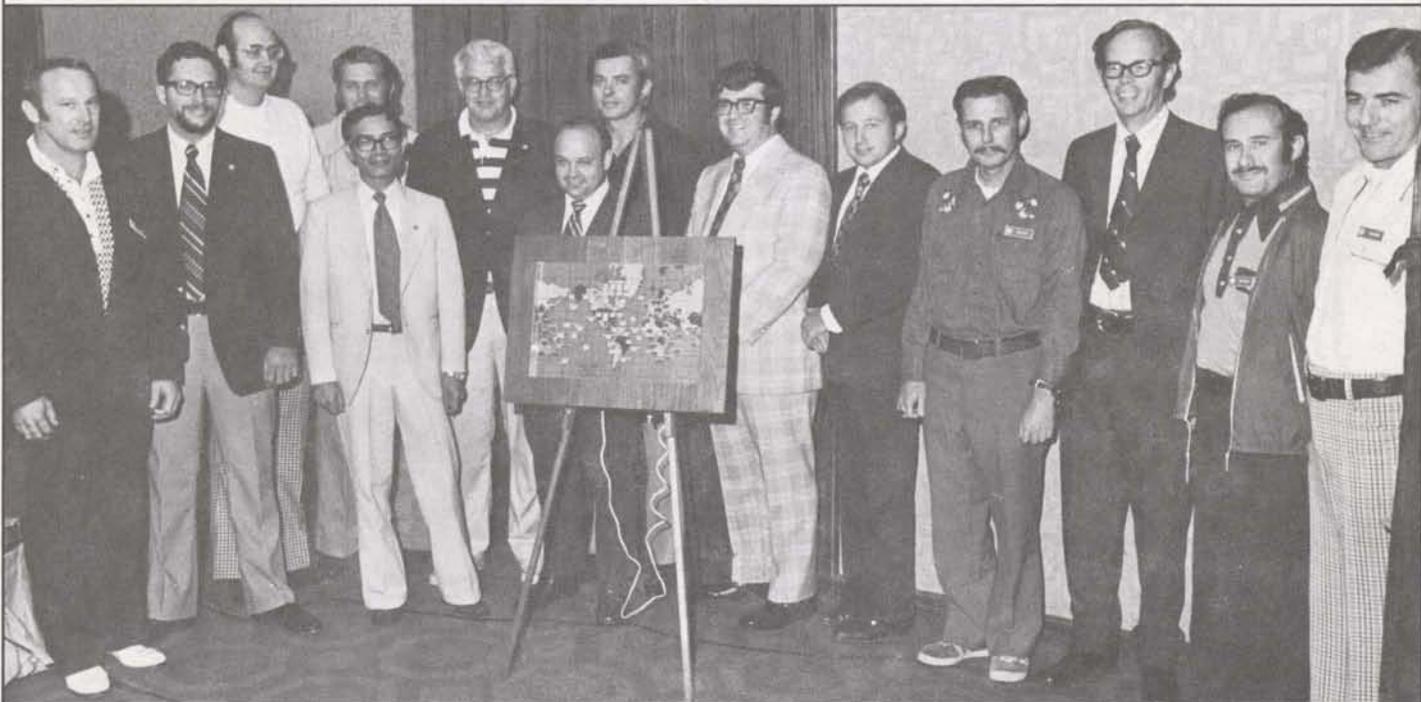
Fred Wood, Senior Specialist in Marketing, who is responsible for the Market Plan, said Production For-

tran is just one more step in ISBD's continuing program to give remote data processing customers more and more for every dollar they spend.

Production Fortran is virtually identical to our current FIV application, in

*Continued on page 2*

## Systems Department Gets It Together!

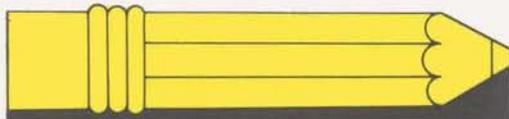


*The implementation of ISBD's new Cache Memory product, resulting in reduced prices for Mark III customers, has been hailed by division executives as an outstanding success. Last month 14 key employees from Sales, Technology, Systems, Finance and Marketing were honored for outstanding contributions to the successful effort. Each was awarded a beautiful 24-hour world clock. Here Dr. George Feeney poses with the winners. From left: Fred Howard, Foreground Deployment Analyst, Systems; George Wedberg, Senior Systems Engineer, Technology; Jim Littrell, Senior Systems Specialist, Technology; Paul Wang, Programming Analyst, Technology; John*

*Gummo, Shift Manager, Systems; George Feeney; Larry Capriotti, Billing Systems Manager, Finance; Bob Stolzenberg, Systems Integration Specialist, Technology; Tom Hickey, Market Analysis and Pricing Specialist, Marketing; Lee Beyer, Competitive Analysis and Pricing Manager, Marketing; Dave Clark, Foreground Quality Manager, Systems; Lou Hauschild, Senior Systems Engineer, Technology; Joe Snyder, Quality Systems Specialist, Systems; and John Wright, Senior Quality Systems Specialist, Systems. Another winner, Bill Gindra, Product Program Manager, Marketing, was not available for this photo.*

GENERAL  ELECTRIC

For General Electric Employees Only



## Production Fortran *Continued from page 1*

that it uses identical language and syntax; so users really have nothing new to learn, except for the simple procedure for switching their FIV programs to Production Fortran (known also as PFN). "And any user should be able to accomplish the switch in just a couple of minutes or so," Fred declared.

Except for developmental use and such applications as one-time problem-solving applications, it's likely that virtually any current FIV user can save money by switching his programs to PFN, Fred said. Savings can run up to 15 percent for programs currently saved in object code and up to 30 percent for programs saved in core image. Core image programs may enjoy additional savings too, since they are stored at DSU rates (20 cents per DSU) instead of the PSU rates (75 cents per PSU) that ASCII and object code programs are charged.

Fred said that if a program is run by a customer even as infrequently as once a month, switching to PFN may well result in a cost saving. He warned, however, that some programs may prove more economical left in the FIV mode . . . especially if extensive compiling is necessary. Compiling costs

about 20% more with PFN than with FIV.

A few of the applications whose costs should be reduced by using PFN include order entry, inventory control, payroll, financial consolidation and reporting, sales reporting and budget analysis programs.

"Simply stated," Fred said, "FIV is a user's best development language, and PFN is the best production language."

Switching from FIV to PFN is so simple that any user should be able to effect the transfer without any special instruction, by following these easy steps:

1. First, retrieve the ASCII version of the program by entering "OLD program" (assuming the ASCII version is saved on-line, of course)
2. Next, change the system to PFN by entering "SYS PFN"
3. Now, save the new version by entering "REP"
4. Next, load the new version by entering "LOAD; nprname"
5. Finally, save the new core image by entering "SAV"

In the instructions above, *italic* entries represent program names the user must supply.

For saved object code programs, use exactly the same procedure, except that step 4 changes to a command which compiles the new version. To do this, enter "COM; nprname."

To switch ASCII programs to PFN, merely perform the first three steps and forget steps 4 and 5.

PFN is designed to be functionally and operationally identical to FIV with the following exceptions in PFN:

- Option Nowarn, Noline, Nocheck will be the default conditions. This is consistent with the production orientation of PFN.
- Cost of compiling will be approximately 20% higher.
- Cost of execution from source and object code should be reduced by as much as 15%.
- Cost of execution from core image should be reduced by as much as 30%.

Refer any questions on PFN to Fred at 8\*273-4624

## Systems Department Gets It Together!

The Systems Department held its annual meeting in Reston, Virginia, last month. For the first time, all headquarters personnel and most of the field managers were able to devote a concentrated period of time toward a clearer understanding of the direction of the department in its support of division goals and objectives over the next 12 months.

A tightly packed agenda included Aksel Olesen and Bob McCalley from Technology; and Dick Lewis from Systems,

reviewing processing and network technology, and the deployment of that technology into the operational environment.

Warner Sinback, Gerry Gay, Al Jones and Jerry Butler covered major activities in the operational segments of our business, our expanding network, multi-center operations and the proposed overseas supercenter site. Mel Szot and Zigi Quastler accepted Roger Hobbs' challenge to customer sensitivity with committed emphasis on "thinking like our customer."



*Ray Marshall: "Perhaps the single most important 1975 challenge for the Systems Department is to attain an outstanding track record in all availability categories and to deliver the highest level of response to our customers in the history of the business."*



## People On the Move

Ray Bernier, from Tech Rep; to Senior Tech Rep, Stamford.

Mike Biondi, from Shift Supervisor; to Shift Manager, Erie.

Steve Komianos, from Tech Rep; to Senior Tech Rep, Bethesda.

Jim Krotzer, from Account Rep; to senior Account Rep, San Francisco.

Jim Morgan, from Shift Manager, Brook Park; to Data Security Analyst, Rockville.

Frank Price, from Tape Librarian; to Senior Tape Librarian, Brook Park.

Alex Schwartz, from Account Rep; to Senior Account Rep, Chicago.

Dean Warnken, from Shift Supervisor; to Shift Manager, Erie.



Ray Bernier



Mike Biondi



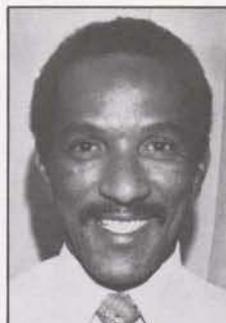
Steve Komianos



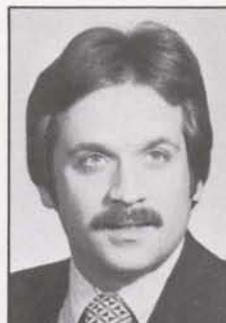
Jim Krotzer



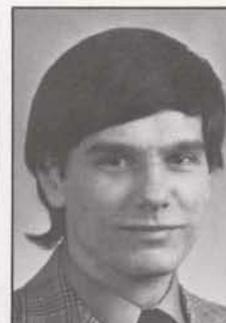
Jim Morgan



Frank Price



Alex Schwartz



Dean Warnken

## Interchange Corner

Two enhancements have been added to DMS. The first is the new DMSCHN capability with four permissible forms:

1. CALL DMSCHN(filename, PW, UNO)
2. CALL DMSCHN(filename, PW)
3. CALL DMSCHN(filename)
4. CALL DMSCHN

Where the filename is that of the request file. Forms one and two are new, and now allow the request file to be passworded and/or in a different user number. This capability further enhances the ability to isolate end users from DMS and the DBDF.

The second enhancement applies to both HISAM and DMS. In cases where HISAM splits a physical file, the original file is left intact with read only permission and two new files are created.

Within HUTIL, a new option is implemented: PURGE or NOPURGE (NOPURGE is default). PURGE informs

HUTIL to purge the original version of the file. Since DMUPDT\*\*\* may use HUTIL, the PURGE/NOPURGE capability is also offered in DMS. The statement OPTION PURGE or OPTION NOPURGE (NOPURGE is default) may now be added to the DBDF. When added, it must appear prior to the first file statement. The option may also be declared at run time.

/DMUPDT\*\*\* DATAFILE;DBDF;  
PURGE (or NOPURGE)

The update-time option overrides the option declared in the DBDF.

A new command has been added to HUTIL. The DESCRIBE command is allowed only to the file owner and shows the permissions attached to all files of the database.

The features described above are now available on all systems. Refer any questions to Fred Wood, Senior Marketing Specialist, at 8\*273-4624.

## S&SP Prices — September

Month	Stock Price	Fund Unit Price
September	\$44.173	\$24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499
February	41.757	22.706
January	35.500	20.289
December	33.274	19.335
November	36.881	20.889
October	35.940	19.810



## Lewis, Schuster, Hearn, Schuyler Move Up To Significant Information Services Posts

Marv Lewis, Jim Schuster, Harry Hearn and Tom Schuyler have all moved into very important positions within the division this month. Marv is our new Manager of the Technical Services Operation; Jim is now Manager of the Southwest Zone; Harry has been appointed Manager of Planning for the Information Services Operation — Far East; and Tom Schuyler is now Manager, Erie Remote Operation.

Marv replaces Clarence Selin, who departed last month to participate in the President's Executive Interchange Program. Marv certainly appears to be well qualified to take on this heavy responsibility. He holds both B.S. and master's degrees in math from Northwestern State University, and has been with General Electric since 1959 when he was involved in GE's part of the Gemini and Apollo programs in Huntsville, Alabama. Since then, he has served with the Computer Department, the Radio Guidance Department, Special Information Products Department, and since 1967, ISBD.

Marv's ISBD experience started in the Houston office, leading to his appointment in 1968 as Southwest District Manager; then in 1971 as Southwest Zone Manager. He headed up ISBD's very successful VIP '75 sales campaign which ended just last month.

Jim Schuster replaces Marv Lewis as Manager of ISBD's Southwest Zone. He came to GE from General Dynamics in 1965 as a Data Reduction Specialist in GE Mississippi Test Support. In 1967/68, he served as a Configuration Accounting Specialist on GE's Apollo Support project. Jim's first ISBD job started in 1969 as a Sales Representative in Greensboro, North Carolina, where he became Branch Manager in 1971. The following year he tackled

the Branch Manager's job in Greenville, South Carolina. Since 1973, Jim has been the Los Angeles Branch Manager.

Harry Hearn, our new Manager of Planning for the Information Services Operation — Far East, is a graduate of Texas A&M University. He joined GE from the Xerox Company, and was transferred to Bethesda in 1969 as Manager, National Accounts. In 1970, Harry became Capital District Manager in Washington; and the next year moved to New York as Manager, Eastern Zone.

Harry's recent assignments have involved investigating IBM facilities management opportunities and the introduction of the IBM product offering; the latter as Manager, Sales Planning in the IBM Services Program Component. In addition to his new position, plans are in the making for Harry to also serve as a director and Manager of Corporate Planning for a new joint venture company now being formed between General Electric and Dentsu Advertising, Ltd. The new company will be called Information Services International — Dentsu.

Tom Schuyler earned a B.S. degree in accounting at Gannon College in Erie, and his GE career began there in 1968 as a Systems and Procedures Specialist. In 1970 he was promoted to Specialist, Information Systems; and he became Information Systems Project Manager in 1971.

Two years later Tom was appointed Manager — Information Systems. He replaces Ray Bullock, who has been appointed Manager, Background Operations, Brook Park.



Marv Lewis



Jim Schuster



Harry Hearn



Tom Schuyler

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 \* 273-4387

GENERAL  ELECTRIC



**Update**

INFORMATION SERVICES BUSINESS DIVISION

ROCKVILLE, MARYLAND

Nov. 10, 1975 05.47

## Ellen Kistler and Her New York Financial Branch Win Top Third-Quarter Honors!

The division's third-quarter sales results are out, and topping the list of branches around the country this time is the New York Financial Branch, managed by Ellen Kistler.



*Ellen Kistler*

Competition was particularly keen this quarter because it was the last half of the VIP '75 sales campaign. All branches were really hitting the production accelerator in an all-out push to turn on campaign bits. So this honor should bring a special amount of well-earned pride to the men and women of the New York Financial Branch.

Update is also pleased to present the division's top individual performers, nationwide, for the third quarter. Note that a single asterisk (\*) beside a name indicates he or she was among the top twenty for the second quarter 1975; a double asterisk (\*\*) means next forty in the second quarter. Those who have remained consistently among the division's leading 60 performers for three or more consecutive quarters will be identified by a number beside their name, representing the number of consecutive quarters the name has stayed on the list.

The third-quarter top twenty are all represented at headquarters by their picture on the display wall outside Dr. Feeney's office.

### The Top Twenty

Steven A. Bain\*\*  
Technical Representative  
Atlanta Branch, Southern Zone

John F. Barber  
Account Representative  
Schenectady Branch, Northeast Zone

Roderick R. Belle\*  
Account Representative  
Chicago Branch, Central Zone

Raymond N. Bernier\*  
Senior Technical Representative  
Stamford Branch, Northeast Zone

Linda Brunner\*\*  
Technical Representative  
Los Angeles Branch, Pacific Zone

Ronald H. Burkley  
Senior Account Representative  
Los Angeles Branch, Pacific Zone

Kenneth P. Conroy<sup>4</sup>  
Account Manager  
Atlanta Branch, Southern Zone

Carroll E. Dearborn  
Senior Account Representative  
Capital Branch, Southern Zone

John Dublanica\*  
Account Manager  
Stamford Branch, Northeast Zone

L. Armand Ettegue\*  
Senior Account Representative  
Stamford Branch, Northeast Zone

O. Frees,  
Account Representative  
Cincinnati Branch, Central Zone

*Continued on page 2*

## Happy Birthday, Information Services!



*Dr. Feeney and other Fall Tour participants were pleasantly surprised when they reached New York. Members of the Eastern Zone presented them with a birthday cake to help celebrate the 10th anniversary of the "World Leader in Information Services."*

GENERAL  ELECTRIC



## Top Third-Quarter Performers *Continued from page 1*

Dan J. Henderson  
Technical Representative  
Houston Branch, Southwest Zone

Loyal J. Huddleston  
Senior Account Representative  
Denver Branch, Southwest Zone

Joseph B. Krupa  
Senior Account Representative  
Houston Branch, Southwest Zone

John D. McCloskey\*  
Technical Representative  
Denver Branch, Southwest Zone

Otis McKee  
Senior Technical Representative  
Capital Branch, Southern Zone

Elizabeth D. Nuechterlein  
Account Representative  
Boston Branch, Northeast Zone

Ronald E. Nutter  
Senior Account Representative  
Denver Branch, Southwest Zone

Bryan Wall\*\*  
Technical Representative  
Stamford Branch, Northeast Zone

Howard G. Weidberg<sup>4</sup>  
Senior Account Representative  
Telephone Branch, Eastern Zone

### The Next Forty

Richard L. Av  
Senior Account Representative  
San Francisco Branch, Pacific Zone

Judi M. Biauce\*\*  
Account Representative  
Los Angeles Branch, Pacific Zone

J. Boehlke  
Technical Representative  
Denver Branch, Southwest Zone

Joseph F. Burbine  
Technical Representative  
Boston Branch, Northeast Zone

Dennis Casazza  
Account Manager  
Telephone Branch, Eastern Zone

William S. Cassidy  
Technical Representative  
Schenectady Branch, Northeast Zone

Peter A. Curtin\*  
Account Manager  
Chicago Branch, Central Zone

Richard S. Fontaine  
Account Manager  
New Jersey Branch, Eastern Zone

Nick A. Forte  
Senior Technical Representative  
Cincinnati Branch, Central Zone

Charles E. Fowler  
Technical Representative  
Atlanta Branch, Southern Zone

Gretchen L. Gregory\*  
Technical Representative  
Stamford Branch, Northeast Zone

Dianne M. Hare\*  
Account Representative  
Chicago Branch

Loren Harrell  
Technical Representative  
Charlotte Branch, Southern Zone

Patricia M. Hillman  
Senior Account Representative  
Boston Branch, Northeast Zone

Victor Henschel  
Account Manager  
N.Y. Industrial Branch, Eastern Zone

Daniel W. Hildreth\*\*  
Account Representative  
Boston Branch, Northeast Zone

Alan D. Holdiman\*  
Account Representative  
N.Y. Financial Branch, Eastern Zone

David T. Jarvis  
Account Manager  
Schenectady Branch, Northeast Zone

Ellen F. Kilpatrick  
Senior Technical Representative  
Denver Branch, Southwest Zone

Robert Kunio  
Account Representative  
Chicago Branch, Central Zone

Susan Larson\*  
Senior Account Representative  
Denver Branch, Southwest Zone

John Leary,  
Technical Representative  
Stamford Branch, Northeast Zone

David Loggins  
Technical Representative  
Chicago Branch, Central Zone

Howard LoveJoy\*\*  
Account Representative  
Atlanta Branch, Southern Zone

David Luttrell  
Account Representative  
Indianapolis Branch, Central Zone

Peter Mannetti  
Account Representative  
Seattle Branch, Pacific Zone

Lance I. Pelter\*\*  
Senior Account Representative  
Detroit Branch, Central Zone

Paula Posman  
Technical Representative  
New York Financial Branch,  
Eastern Zone

*Continued on page 3*



## Frank Gibbins Nabs Elusive Hole-In-One; Wins New Car for Children's Hospital

*Continued from page 2*

Benton Richardson  
Account Representative  
Encino Branch, Pacific Zone

James Roach  
Senior Technical Representative  
St. Louis Branch, Southwest Zone

William Ruemler  
Account Representative  
Minneapolis Branch, Central Zone

Barbara Schafer  
Technical Representative  
Los Angeles Branch, Pacific Zone

Alexander Schwartz  
Account Representative  
Chicago Branch, Central Zone

Egan Skinner  
Senior Account Representative  
Charlotte Branch, Southern Zone

Dean Steiner  
Account Manager  
Atlanta Branch, Southern Zone

Anne L. Van Wagoner  
Senior Technical Representative  
Chicago Branch, Central Zone

Alan S. Weiss\*\*  
Senior Account Representative  
St. Louis Branch, Southwest Zone

Joan Werner  
Account Representative  
Stamford Branch, Northeast Zone

Henry A. Williams  
Senior Account Representative  
Stamford Branch, Northeast Zone

Richard Winwood  
Account Representative  
Seattle Branch, Pacific Zone

Frank Gibbins, Manager of Field Organization and Manpower, surprised a lot of people earlier this month . . . including Lloyd's of London . . . by nabbing a hole-in-one on the 140-yard 17th hole of the Montgomery Village Golf Club.

The occasion was the annual Harden and Weaver National Capital Amateur Golf Championship, co-sponsored by radio station WMAL and Kettler Brothers, Inc., for the benefit of Children's Hospital in Washington. Senate Dodge boldly offered to contribute a brand new Dodge Dart to Children's hospital on behalf of any of 350 players who could get a hole-in-one on either the seventh or 17th hole, the club's two par-three holes.

As a precaution, though nobody has ever been lucky enough in the past to win the car, Senate insured against the possibility of a hole-in-one with Lloyd's of London.

Lloyd's, which has been providing such insurance to golf tournament sponsors for years (and has never had to pay . . .



till now), estimated the odds at 1200 to one against anyone getting a hole-in-one on this particular occasion.

But lo and behold, Frank did it! It was the only hole-in-one of the tournament, and fortunately, it happened to be on one of the two potential winning holes. So at a victory celebration after the tournament, Frank received a trophy, and was pleased to turn the keys of a brand new car over to Children's Hospital for use by the nurses' home.

## New and Revised Documentation

The following documents have been published in limited quantities to support field tests. Copies are available from those persons coordinating the tests:

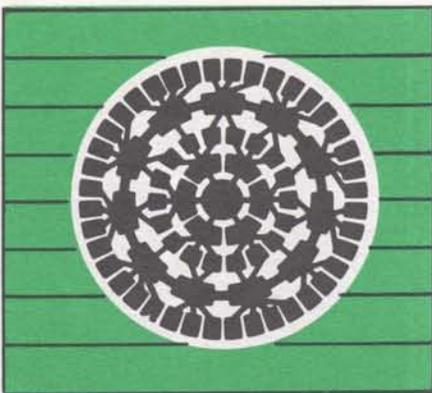
- *Business Graphics* (5111.01). An advance release user's guide.
- *New FAL II Features* (5103.15B-1). Supplement to the existing *FAL II user's guide* covers FAL "II.5 and II.6" new features.
- *Work Scheduling System* (5306.10A). Revision A is still an advance release user's guide, but considerably expands the advance release user's guide pub-

lished in September.

- *MARK III IBM Background Service* (2050.09). An advance release user's guide. "Final" version is already in production and should be published within two weeks.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 \* 273-4387

Nov. 10, 1975  
305.47



## International Economic Data Base Now Available as a Mark III NSS Program

Forex Research, Ltd., a consulting firm specializing in foreign exchange rate forecasting, is making its international economic data base available on the Mark III system as a Network Software Services program.

This data base has been specially selected to cover all important economic data series for analyzing a country's international position and the pressures on its exchange rates.

The databank has a number of unique features, according to Forex:

### Analysis and Forecasting of Exchange Rates

Emphasis is placed on data of direct relevance to the international sector, including series on balance of payments, domestic and foreign demand, trade competitiveness, financial and monetary indicators. This is in addition to the more general information such as domestic expenditures, budgetary and monetary aggregates.

### Mark III Library Gets Tektronix Software

In August, Bill Backer, Senior Specialist in Marketing, used Update to introduce "More Zip for Zetas." Today, through the efforts of Dell Ball and Wayne Garber, Senior Account and Tech Reps respectively in our Portland Branch, Tektronix software is now available on all Mark III systems. Previously, it was available only through MAP and the "Q" catalog.

Brian Garnichaud, Product Program Manager in Marketing, said it's simple to use these routines: just add a \$LIBR DSSL statement to any FIV programs which utilize the Tektronix software.

### Breadth and Depth of Coverage

Some 250 important weekly, monthly and quarterly series are available for each country. The countries covered are the United States, United Kingdom, Germany, Switzerland, Japan, France, Italy, Canada, Belgium and the Netherlands. In addition, key data for Austria, Denmark, Norway, Sweden and Spain are also available.

### Up to Date

The series are derived or obtained directly from national statistical sources and are updated continuously by Forex correspondents around the world. This means that data in many cases are available up to two months before other conventional sources of information, (such as IFS and OECD).

## COM Finds Ready Market

The September 2 issue of Update announced the introduction of Computer Output Microfilm for Mark III Service customers. Bill Backer, Senior Specialist in Marketing, advises us that customers are signing up for the new service.

The first customer is an aircraft corporation in California. Gil Fisher, Los Angeles Senior Tech Rep, got the customer up and running in only two days by telcopying the setup instructions to Brook Park, rather than relying on the mail.

The customer's COM application involves manpower planning, and ties in with a previous system they have been running on Mark III Service. "It was simple for them to get started," Gil said, "because they already had COM equipment and viewers that were used in conjunction with an in-house H-600 installation.

### Cross-Country Comparison

The data have been carefully processed so as to provide information which may easily be compared across the full range of countries covered.

### Convenience for Forecasting and Research

The retrieval system has been specially programmed to facilitate analysis by using GE software. Thus statistical analysis, graphing, etc., can easily be carried out.

### Low Cost

The databank is available during 1975 at the rate of \$6,000 per year, exclusive of GE user charges, and is marketed by Forex Research.



*COM: It's a lot easier to carry than the old fashioned paper printouts! At least that's the considered opinion of Carolyn Gerrish, International Operations Secretary. Carolyn's featured in the new COM sales brochure.*



## Available December 1: Continuous Access Plan

A new ISBD service which can save significant access costs for Mark III users is due to be released December 1. Called the Continuous Access Plan, it is a new pricing option which allows customers to pay a fixed fee per month rather than TCH charges.

Available to interactive users at 1200 baud and below (including TIP), the flat fee is \$300 per month. In addition, the KC charge is 20 cents per KC during prime time and 5 cents during non-prime hours (8 p.m. to 8 a.m. catalog time). Validation is done on a user number basis. Each user number must be validated for the expected number of Continuous Access Plan (CAP) users on that number. Thus, if three users must have simultaneous access to the same user number, that number must

have three CAP validations, and will be billed on a monthly basis for those three.

CAP is *not* a dedicated port capability; it is, rather, a logically accessible line using any Mark III Service access number. CAP users will experience the same availability as regular users.

If a CAP user number is validated for three users and three users are currently on-line, any additional user will not be allowed access. Instead, the system will print:

**Your Line Limit Exceeded  
Alternate U#**

The user may try again later, enter a dif-

ferent user number, and be charged at normal rates, or disconnect.

CAP will allow us to address significant new applications which may not have been feasible in the past. It will be especially appealing where the terminal needs to be connected most of the day, but where there is relatively little input or output going on. Typical applications are order entry, order status checking and process status reporting. The break even point for a user is about 40 hours of connect time per month. Savings may amount to as much as 60% over the current best pricing option, depending on amount of usage.

If you have questions on CAP, refer them to Fred Wood at 8\*273-4624.

## Here Are Some Important Facts About the Use of Dial Comm

The question frequently arises: "May we permit our subcontractors/vendors/customers to call into a local General Electric office to send a RECOMM message, or to be connected to DIAL COMM for purposes of contacting another GE location?"

As a matter of information and simply stated, you are not permitted to accept this traffic for forwarding on the network. In addition to the unpredictable traffic problems created, there are legal implications associated with such practices, each of which must be given individual consideration.

The cooperation of all GE personnel is requested to make sure no calls or telegrams are accepted from non-GE employees for transmission on company facilities. In particular, care should be exercised not to accept originating DIAL COMM calls via tie lines between GE switchboards and non-GE locations. All such tie lines or off-premise extensions should be physically restricted from DIAL COMM access by blocking dial access to level "8."

### Dial Comm or Toll?

We can save GE thousands of dollars by simply eliminating the vast number of toll calls to locations served by DIAL COMM. Presently, on a company-wide basis, over \$1,500,000 per month is being paid to the telephone company for long distance calls to communities which, for the most part, are served by DIAL COMM. Since the DIAL

### DIAL COMM: Largest Private Telephone Network in Industry

General Electric's DIAL COMM System is the most extensive private telephone network in existence.

Divided into three regions (Eastern - 8\*2; Central - 8\*3; Western - 8\*4), the network has 16 switching centers enabling desk-to-desk dialing to 125,000 telephones in 3,100 GE plants, laboratories, and offices in 450 cities and towns in the U.S. and Canada. In addition to GE locations, employees can place business calls to outside companies in some 7,000 communities either through DIAL COMM operator or directly.

COMM network is comprised of thousands of dedicated private telephone circuits, the quality of service far exceeds that of the toll network.

To fully realize the benefit of this private telephone network, long distance calls, whenever possible, should be placed during non-peak time of the day (85% of each business day), thereby ensuring the immediate access to available circuits.

Here's a cost comparison of a six-minute, 500-mile interstate call utilizing three types of service:

If it's placed person-to-person as a toll call, daytime rate, the cost is \$3.93. Between 5 and 11 p.m., it costs \$2.47. If it's placed station-to-station as a toll call, the daytime rate is \$2.34; nighttime rate is \$1.52. The same call by DIAL COMM during the day would be \$1.05; and after 5 p.m., there would be no charge whatever.

You be the judge.



## People On the Move

Ernest Barrow, from Customer Assistance Specialist; to Shift Manager—Customer Assistance, Rockville.

Pete Bloomfield, from Senior Account Rep, Encino; to Manager, Telco Branch, San Francisco.

Mike Chan, from Account Manager, San Francisco; to Manager, Palo Alto Branch.

Loren Harrell, from Tech Rep; to Senior Tech Rep, Charlotte.

Ron Lewis, from Account Manager, Los Angeles; to Manager, Information Services—Australian Operation.

Norman McBurney, from Technical Manager, Palo Alto; to Manager, Northern California Technical Branch, San Francisco.

Randy Myers, from Account Manager, Los Angeles; to Manager, Los Angeles-South Branch.

John Nessen, from Account Manager, Los Angeles Branch; to Zone Support Manager, Los Angeles.

Dean Paschal, from Account Manager, Encino; to Manager, Los Angeles-North Branch.

Ronald Simon, from Account Manager, Los Angeles; to Manager, Seattle Branch.

Stan Smith, from Account Manager, Milwaukee; to Branch Manager, Cincinnati.

Jim Teapole, from System Specialist; to Systems Software Specialist, Erie.

Paul Wang, from Programming Analyst; to Senior Programming Analyst, Rockville.

Tom Westphal, from Senior Tech Rep; to Technical Manager, East Orange.



*Ernest Barrow*



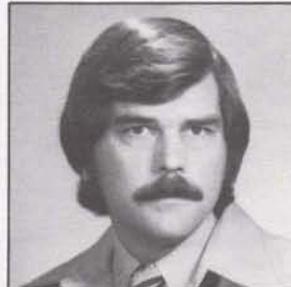
*Pete Bloomfield*



*Mike Chan*



*Loren Harrell*



*Norman McBurney*



*Ron Lewis*



*Randy Myers*



*Ronald Simon*



*John Nessen*



*Dean Paschal*



*Stan Smith*



*Jim Teapole*



*Paul Wang*



*Tom Westphal*



## Interchange Corner

### Morning Call Gazette

A number of ISBD employees have asked about the Morning Call Gazette, what it is and how it may be obtained. Tom Showalter, Systems Specialist, told Update the Morning Call Gazette is a summary of topics discussed in each day's Morning Call.

The summary is organized into three headlines: Foreground, Background and Communications. Under each headline topic is a paragraph noting such things as incidents, new items of interest and service outlook.

The Morning Call Gazette is published by the National Service Organization, and is available daily through the MEMOSYS, catalog VDY28. It is usually accessible by 11 a.m. Monday through Friday, except for holidays. It stays on line for two days (one current file, plus yesterday's file).

The file name is "CALMM\*DD" (MM = month, DD = day). To obtain the most recent Morning Call Gazette, simply list this file, as needed.

### Remember This Number!

28608.

That's the identification number of GE's new two-year automobile rental agreement program with the Hertz Corporation. ISBDers who are travelling out of town and find it necessary to rent a car can save the company 35% on regular time and mileage rates within the U.S., including Alaska and Hawaii, and 15% on special rates.

Max Harris, Accounting Operations Manager, Finance, says ID cards are currently being prepared for ISBD travel, but until you have yours, it will suffice just to remember the GE identification number whenever renting a Hertz car.

#### Example:

READY

LIS CALIO\*10

CALIO\*10 11:05EDT 11/10/75

#### MORNING CALL GAZETTE

NOVEMBER 10, 1975

PUBLISHER: NSO

SERVICE FORECAST: FG – SHOULD IMPROVE.  
BG – GOOD.

EDITOR: W. D. COLBERT

#### FOREGROUND

PAR IS CURRENT ON ALL SYSTEMS.

CURRENCY EXCHANGE DATA BASE WAS LOADED ON 11/9 BY 10:18 AT THE MARYLAND CENTER AND BY 13:30 IN BROOK PARK.

ISR-410 IS UP ON ALL MARYLAND SYSTEMS (B, U, I, C, K).

YESTERDAY THERE WERE HARDWARE PROBLEMS ON A & L. A CONNECTION PROBLEM BETWEEN N AND CC01 CAUSED SOME DISCONNECTS. SYSTEMS M & U HAD NUMEROUS OUTAGES.

SERVICE OUTLOOK – SERVICE SHOULD IMPROVE TODAY.

#### BACKGROUND

R (H, M, Q, V, D) – NO OUTAGES, NO JOBS LOST.

S (N, A, L, W) – 3 OUTAGES, 4 JOBS LOST.

T (CRISP) – 1 OUTAGE, NO JOBS LOST. 200 JOBS PROCESSED.

SERVICE OUTLOOK – SERVICE SHOULD BE PRETTY GOOD.

#### COMMUNICATION

LOS ANGELES LSC STILL IN TROUBLE.

SAN FRANCISCO RC'S EXPERIENCED NUMEROUS ABORTS YESTERDAY. THIS PROBLEM IS BEING INVESTIGATED.

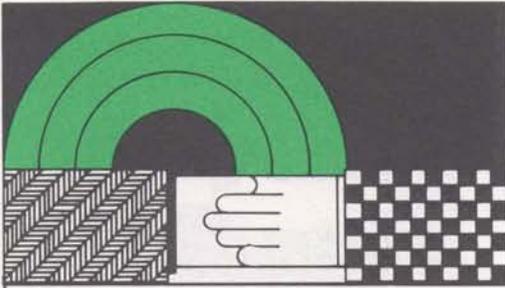
SERVICE OUTLOOK – NO OUTSTANDING TELEPHONE PROBLEMS REPORTED. SERVICE SHOULD BE GOOD IN MOST AREAS. SOME TROUBLE MAY RECUR IN CALIFORNIA.

READY

## Gayle Wins Suggestion Award

Gayle Peterson, Industry Sales Secretary in Marketing, has been awarded a \$15 Suggestion Award for sharing

her idea of publishing a menu for the fifth floor cafeteria in the Maryland Center.



## New Field Sales Management Development Program Shows Early Signs of Success

Information Services' first-ever Field Management Development Program has been running for nearly five months, and a review indicates it may be turning into one of the best such training programs in the nation.

For years the division has been sending both field and headquarters management people to General Electric's excellent training facility in Crotonville for generalized courses, but ISBD management felt we needed a high-intensity program of our own that zeros in on the unique problems and needs of the information services industry itself.

So nearly two years ago, preparatory planning and research was launched in an attempt to discover exactly what elements should be covered to provide the best possible training for ISBD field management people. ISBD operates in a highly competitive field, in an increasingly sophisticated business era.

### It's 25 Years for Jim Tidd



Another ISBDer has achieved status as a GE 25-year man. He is Jim Tidd, Data Preservation Specialist in Systems. Jim receives his 25-year pin from Zigi Quastler, Quality Assurance Manager (right), as Jim's boss, Bill Bacon, Quality Program and Measurement Manager, lends support.

Charlie Proctor, Sales Training Manager, who administers the program, said a great deal of research was invested before the program was actually launched last June.

"For one thing," he said, "We scrutinized what other industrial trainers were doing. We also met with a large number of consultants, and naturally, we gave a lot of intensive, careful study to our own problems."

One of the steps the division took was to engage the services of Dean Daniels of GE Corporate Consulting. He spent more than a year in the field in various consulting capacities, and he has learned a great deal about ISBD's operations, its needs and its problems.

Dean's findings have been incorporated into the new training program.

In its present form, the program is organized into four phases. Forty-five field management people have completed Phases I and II; and all zone managers are finishing up the material in these phases. . .in condensed form. . . this month. Phases III and IV are scheduled for introduction in early 1976.

Charlie said the program is especially useful because between phases students are given homework assignments which involve applying techniques just learned to the real business world. Other benefits are gleaned by the ability of management people to compare notes and exchange experiences.

Dean Daniels teaches most of the classes, with assistance from Jack Griffin, Ron Rasmussen and others.

The program is constantly upgraded as new, better methods are discovered, Charlie said. "We keep it flexible so we can add new modules as they are needed," he added, "and eliminate any elements that may be of questionable value."

Although the program is intended specifically for field management personnel, a few headquarters people have been permitted to participate in the course. . .primarily those whose responsibilities and activities are highly field-oriented.

### November Service Awards

#### Twenty Years

James H. Laird Brook Park

#### Fifteen Years

Judy A. Karpowich Rockville  
Florence A. McCorkle Phoenix

#### Ten Years

Eugene S. Taft Rockville  
Wayne F. Hagood Rockville  
Lawrence S. Macrae Rockville  
Joseph O'Donnell Folcroft

#### Five Years

James L. Gilbert San Diego  
Louie Johnson Rockville  
Robert W. Snipas Erie  
Jacqueline F. Saur Rockville  
John W. Watson Rockville  
William W. Dyer Erie  
Carl W. Ross Erie

GENERAL  ELECTRIC



**ISBD**

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

NOV. 24, 1975  
305.48

## Chris Brook Receives Steinmetz Award at Corporate Headquarters

Christopher P. Brook, Central Communications Software Manager in Technology, ISBD's Steinmetz Award winner, gained a considerable amount of intercompany prestige for the Information Services Division last month when he accepted the prized Steinmetz Award from GE's Chairman of the Board and Chief Executive Officer, Reginald H. Jones.

The occasion was a cocktail party and banquet at Corporate headquarters in Fairfield, Connecticut, in honor of Chris and eight other Steinmetz Award winners from throughout the company. Chris said meeting the attendees was like reading a list of "Who's Who in American Industry," because all the senior corporate officers were present, the entire GE Board of Directors, the Vice Presidents and Group Executives for the nine GE operating groups, and the Vice Presidents and General Managers of the nine divisions boasting 1975 Steinmetz Award Winners.

"It was a fascinating, fun evening," Chris declared. "I really enjoyed meeting all those important people. . . and also the other eight award winners."

Even though Chris was, at 34 (he's now 35), by far the youngest of the nine winners, he was still impressed with the accomplishments of the others. "Especially Harold Bovenkerk of the Components and Materials Group, who developed several processes necessary for the production of Man-Made\* industrial diamonds. And Burton Brown of the Aerospace Group, who was a major contributor to radar antenna systems and had a lot to do with America's DEW Line early warning system. Then there was Antal Csicsatka of the Consumer Products Group who

headed the team which developed the FM stereophonic broadcasting method that has been accepted as an industry standard.

"Or Jacques Desbaillets of the International and Canadian Group who designed the 820,000-horsepower hydraulic turbines at Grand Coulee Dam, the world's largest and most powerful."

Chris also had the pleasure of meeting and getting to know the remaining winners, including Clarence E. Danforth, Aircraft Engine Group, for a series of advances in aeromechanics, including development of blade stress and vibration analysis as a jet engine design tool; I. Birger Johnson, Power Generation Group, for his work in the field of high-voltage electric power trans-

mission, especially on surge phenomena; Frederick W. Baumann, Industrial and Power Delivery Group, for a series of electric motor innovations, including the linear induction motor and the aluminum redesign of A/C motors; and John Bochan, Major Appliance Group, for amassing 89 patents on such home laundry features as the Dispensall\* system, Filter-Flo®, Mini-Wash and the two-speed clutch.

As all ISBD employees know by now, Chris won his award for overall design of the transmission portion that coupled the Mark III timesharing system into the world's most complex and far-reaching international teleprocessing system. Not a small feat, at that!

\*Registered Trademarks of the General Electric Company, U.S.A.



ISBD Steinmetz Award winner Chris Brook (left) receives his valued award from GE Chairman of the Board Reginald H. Jones, and along with it, the congratulations of Dr. Thomas A. Vanderslice, vice president and group executive (standing), and Dr. Arthur M. Bueche, vice president for research and development.

GENERAL  ELECTRIC

For General Electric Employees Only



## Mark III Service Advertising Takes to the Skies!

If you're traveling by air any time during the months of December or January, be sure to pick up your complimentary in-flight magazine; it just may have a full-color, three-page ad on Mark III Service.

The ad, occupying the center spread of each magazine, starts with a large, full-color mosaic on a field of solid black, with the attention-getting headline, "Behind this symbol is a powerful data processing service to help put you in control of your world of business."

Inside, the spread depicts the Mark III network as it appears today, with another headline: "Network + Teamwork = Global Reach." The copy describes the scope and flexibility of Mark III Service and provides a toll-free "800" number to call for more information, plus the local numbers in 16 major foreign cities.

The eight airlines featuring the ad in December are: United, Delta, Allegheny, Continental, Ozark, Hughes Air West, Pacific Southwest and Pan Am. In January it will be Pan Am, Delta, United, Eastern, American and TWA.

These magazines will expose a large potential readership of airline passengers to the Mark III Service story during these months. Additionally, thousands of rooms in Pan Am's Intercontinental Hotels in Europe, Africa, the Middle East, Pacific Asia, the Caribbean, Latin America and the U.S. will have their own copies of *Clipper* throughout December and January. And United's *Mainliner* will appear in every room of the Western International hotel chain. During January, American's *American Way* will be placed in all rooms of Americana Hotels, and TWA's *The Ambassador* will be found in Hilton Hotel rooms around the world.

Marketing Communications will be making copies of the ad available for further direct follow-up.

## New Phone Directory

Sam Wenck, Facilities Specialist, has informed Update that a new division telephone directory is due for distribution this week.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 \* 273-4387

Behind this symbol is a powerful data processing service to help put you in control of your world of business

**Network + Teamwork = Global Reach**

In today's rapidly changing world, time counts, speed and accuracy are essential, business is international, people interdependent, activities worldwide. Working together has become more important and ever more complicated as the world has become a global village.

As more and more companies do business on a global basis, they need new and innovative ways of managing their activities. Business managers need global reach to deal with the complex needs of logistics and details. And they're getting it through General Electric's MARK III® Service.

A growing list of major companies now using MARK III Service is a good indication of how business is being helped globally in key areas such as order service, cash management, secondary control, personnel management and financial consolidation.

GE's MARK III Service is the world's largest and most experienced computer network data processing service. It is designed to provide:

- variable capacity . . . with variable costs. It includes a wide range of services . . . time sharing, networking, remote batch processing, and facilities management. And it's available virtually 24 hours a day . . . seven days a week.

This worldwide computer system is composed of over 100 separate processing and communication centers, which are so well integrated that, operationally, they appear to be a single unified system, as represented by our iconic trademark.

The MARK III System distributes services to over 3000 customers . . . across 18 time zones . . . to over 450 cities in North America, Europe, and the Far East . . . all by means of a local phone call.

The MARK III Service is not only equipment and communication. It's a worldwide team of people . . . located in over 75 offices . . . providing local service and support . . . handling advanced programming . . . and a 24-hour service desk . . . they can help.

We would welcome the opportunity to explore with you the specific advantages of our worldwide MARK III Service. Call your U.S. service representative at 800-528-4387 in Maryland 201-340-4995, or an international representative at one of the phone numbers listed below. For more detailed literature, write Dr. George J. Peacor,

Visa President and General Manager, Information Services Division, 401 N. Washington Street, Rockville, Maryland 20850.

We would be pleased to show you how the MARK III Service can help. How its Network and Teamwork can provide your company with Global Reach.

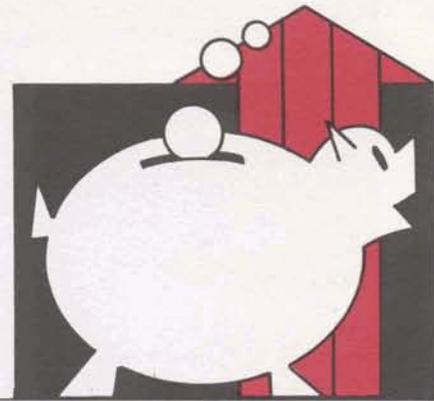
BOSTON	COPENHAGEN	OSAKA	VIENNA
CHICAGO	DUBLIN	PARIS	ZURICH
HONOLULU	HELSINKI	ROME	BRISBANE
MONTREAL	LONDON	BARCELONA	SYDNEY
NEW YORK	AMSTERDAM	STOCKHOLM	OSAKA
PHOENIX	MADRID	SYDNEY	OSAKA
PHOENIX	OSAKA	OSAKA	OSAKA

GENERAL ELECTRIC

The first page of ISBD's ad is expected to get the flying travelers' attention . . .

. . . and the center fold is expected to get them interested enough to obtain more information on Mark III Service.

For General Electric Employees Only



## Let's Clear Up a Few Points On the GE Medical Coverage

Last May, General Electric's in-patient and certain other hospital expenses were turned over to Blue Cross for administration. Gwen DeLacy, Insurance Benefits Administrator, reports that ever since then, ISBD personnel have been having trouble filing claims correctly.

We do *not* have Blue Shield coverage. What we *do* have is Blue Cross. Claims not handled by Blue Cross are covered by Metropolitan Life (Aetna Life in California), as before.

To help clear up who covers what, here's a rundown. We urge our readers to make note of the areas of coverage.

### Blue Cross

Blue Cross covers us for the following "A<sub>1</sub>" expenses:

- In-patient hospital service,

- Out-patient "short stay" surgery,
- Out-patient emergency room service within 24 hours of an accident for problems related to that accident, and
- Out-patient emergency room services within 14 days of a previous hospital confinement, for problems related to that confinement.

The hospital should bill the local Blue Cross office directly for these expenses.

### Metropolitan Life

Metropolitan Life (Aetna in California) covers us for the following "A<sub>2</sub>" and "B" expenses:

- Emergency room doctors,
- Personal physicians,
- Prescriptions,
- Lab work,
- Surgeons, and

- Anesthesiologists

A more detailed list of covered expenses can be found on pages 20 through 24 of GE's Insurance Benefits booklet. Employees must file claims with the Benefits Office (or Aetna for California employees).

All GE medical coverage is handled by the carriers mentioned in this article . . .there are no others.

ISBDers are also asked to make note of the GE Blue Cross identification number. It is the letters, "GEC" plus your own social security number. This ID number should appear on all Blue Cross claims.

If you have questions on *your* medical insurance claims, direct them to Gwen DeLacy at 8\*273-4220.

Nov. 24, 1975  
305.48

## New Terminal Manual Out

A new terminal sales and procedures manual has been mailed to all ISBD account and tech reps. It contains product and price information on our various terminal products, as well as procedures for implementing sales, leases, terminations, etc. Bonus schedules are also included.

The manual is intended to arm field personnel with the information needed to effectively represent GE terminal lines such as the TermiNet\* and the RPS III. Supplements will be issued from time to time to keep the manual up to date.

The original issue of the Terminal Sales and Procedures Manual is now obsolete and should be discarded.

\*Registered Trademark of the General Electric Company, U.S.A.

## Two Suggestion Awards

Two ISBD employees have been granted Suggestion awards. Joseph O'Donnell, Control Clerk in the Philadelphia Remote Operation, earned \$50 for suggesting the installation of a package-typing machine. Previously, large customer printouts were held by rubber bands which frequently broke, strewing output all over the floor. The neat new machine-tied packages have proved to be more efficient, and many customers have expressed their appreciation.

Mimi LeComte, Accounts Receivable Control Clerk in Rockville, was awarded \$45 for suggesting that unapplicable payments. . .checks coming in for which no apparent invoice can be found . . .be put into alphabetical and numeric sequence by way of an overnight independent run on the Mark III system. It has worked out very well, according to reports, and saved a great deal of manual sorting. It's also reduced errors.

## New ISBD Flag-Waver!



Toni Schettewi, Marketing Communications Secretary, has received her U.S. citizenship. She is now a woman with two countries. . .France and America! If you want any information on the Constitution, Declaration of Independence or any of the U.S. Presidents, Toni's the person to ask!



## West German Executives Make Good Use of ISBD's New International Training Center

One of the first customer groups to patronize Information Services' gleaming new International Training Center in Rockville was composed of 19 leading West German businessmen—most of them Mark III Service customers.

The occasion was the division's first Headquarters International Seminar, October 20-22, hosted by Paul Wexler, Manager of the Marketing Operation; and coordinated by Bob Donnstad, Distributor Support Manager. The executives came to Rockville to learn first-hand about "Mark III for Top Management."

Dr. Manfred Wittler, Timesharing Manager for our West German distributor, Honeywell Bull, assembled an excellent group of his top Mark III Service customers.

The customers spent the first two days in the new training center. Monday in-

cluded the Fall Tour presentations by members of the Division Staff, TIP and terminal demonstrations, and talks by two of our Mark III customers from New York. On Tuesday, members of the Strategic Planning Operation, headlined by Paul R. Leadley, Manager of the SPO, discussed forecasting and corporate modeling techniques. Dr. Feeney presented an executive overview of our business and introduced *The Global Village*, our new award-winning film, which was shown with German-language narration. The afternoon involved presentations on GE's uses of Mark III Service by Bill Moore, and ISBD's own financial applications which were discussed by Leo Ramer, Manager, Finance Operation, and members of his department.

The final day of the seminar took the guests to Philadelphia for a tour of selected Switchgear Division offices.

Hosted by Jerry Butler, Remote Operations Manager; and Bob Johnson, Switchgear's Manager—Information Systems, they learned how an entire data processing operation was successfully transferred to the Mark III system.

At a farewell dinner Wednesday evening, Jim Castle, Manager—Worldwide '76 Campaign, thanked the German guests for their attendance; and Dr. Wittler expressed the group's appreciation for warm ISBD hospitality.

According to comments on the part of Dr. Wittler, ISBD management and many of the visiting executives, the seminar was viewed as an outstanding success. The first tangible confirmation of this came last week, when one of the customers agreed enthusiastically to give serious evaluation to the possibility of implementing a major international order entry and inventory system on the Mark III network.



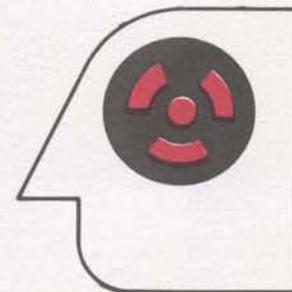
*Dr. Manfred Wittler (seated, center), Timesharing Manager of Honeywell Bull in West Germany, is surrounded by leading German business executives who accompanied him to Rockville last month for ISBD's first Headquarters International Seminar. An American guest speaker, William Higgins (front row standing, right), was also there representing First National City Bank of New York.*

### In Other GE Divisions . . .

Bottles now bounce. Well, certain bottles, that is. Baby, milk, and water bottles bounce instead of break thanks to LEXAN, General Electric's tough plastic resin.

GE's first major market penetration came when the Gerber Company began making baby bottles from LEXAN resin. Those bottles have all the good features of glass, but none of the bad. They are lighter than glass baby bottles, and they are safer because they are harder to break.

The key to GE's thrust into the bottle business was the development of two new resin formulations that lend themselves to injection and extrusion blow molding, the most versatile way to make rigid plastic containers.



IBM LP

## New Author for Linear Programming

In order to gain a competitive edge in the linear programming (LP) market and be in a strong position to penetrate this lucrative market, we have added a new IBM background LP product, MPS III.

The applications for linear programming are virtually limitless. Such industries as petrochemical process, manufacturing, distribution, and financial use this management science tool to improve tactical and operations planning in diverse applications. LP is a technique for allocating scarce resources across numerous interacting activities in order to optimize a particular objective (maximum cost, etc.). Typical applications include process flow and production planning, machine loading, multi-product blending, raw material allocation, product mix analysis, capital investment analysis, manpower planning and allocation, and media selection.

The market of potential LP users is large and rapidly expanding due to an increased interest in applying technology to business problems and through education. In order to successfully penetrate this market, and subsequently develop it, we are launching an all-out effort.

Management Science Systems, Inc. (MSS) has just become an NSS author for linear programming. MSS is a consulting firm that specializes in the applications technology of mathematics, computers and systems. In particular, MSS has established a position of leadership and professional excellence in applied linear programming. They are experts in their field and will be providing us with the required sales, technical, installation and consulting support that we need in order to address the LP market.

After the account representative has opened the door and qualified the prospect, MSS will assist in sales calls, help the customer formulate his model, provide training and consultation in

mathematical programming as well as in our specific LP products, assist in customer implementation and handle day-to-day troubleshooting that ISBD personnel are not able to handle.

We are developing some sales aids for LP which should be available shortly. These will include a brochure, sales profile and sales guide.

## High Speed Service Gets Still More Improvements!

New high speed communication software has been deployed which is designed to monitor the quality of the telephone connection between RPS III and G-115 terminals and the Mark III High Speed Service. While the user is in the log-on mode, if the quality is too poor to sustain a productive HSS session, a user message, "Poor Connection—Please redial," is transmitted, followed by a disconnect.

When this happens, the user should place another call to the Mark III system in an attempt to obtain a better circuit. All HSS customers should be notified of this change in operating procedure. . . especially those who have been reporting difficulties.

HSS users, particularly those using RPS III or DSXMIT, should also be made aware of a new Bell System 4800 baud dataset which is becoming available, and which should improve the quality of the communication channels to the Supercenter. The new dataset, called 208BL1A (superceding the 208BL1), is designed to permit the use of 50 millisecond line turnaround from anywhere in the United States. Users should be made aware of the availability of this new dataset.

When one of the new datasets is installed, users must wait for the second (low-pitched) tone before depressing the "DATA" button on their telephones.

The support and products that we have to offer to the LP market allow us to take a leading position.

For further information or questions on linear programming, contact Marianne Millett, Product Programs Manager, 8\*273-4123.

For additional information on these HSS improvements, contact Bill Backer, Senior Specialist in Marketing, at 8\*273-4698.

## 1976 Holidays

New Year's Day  
Thursday, January 1

Day After New Year's  
Friday, January 2

Washington's Birthday  
Monday, February 16

Memorial Day  
Monday, May 31

Independence Day  
Monday, July 5

Labor Day  
Monday, September 6

Columbus Day  
Monday, October 11

Thanksgiving  
Thursday, November 25

Day after Thanksgiving  
Friday, November 26

Day before Christmas  
Friday, December 24



## Double Credit for Deductible

Ever heard of a 15-month calendar? Well, a 15-month year is just about what you get with the "Double Credit" time for deductible expenses submitted through the General Electric Insurance Plan.

Under the provisions of the Comprehensive Medical Expense coverage, employees and their dependents pay a certain portion of their Type B expense — mostly doctor's office visits and prescription drugs — before they are eligible for benefits. This portion is called the "deductible" and is the first \$50 of Type B expense.

The "Double Credit" deductible feature is used when any deductible expense is incurred in the last quarter of the year. If this happens, the medical expense in the deductible can be carried over and used in 1976 as well as the current year, 1975. Thus the final three months of this year become the "Double Credit" quarter. One obvious advantage of this feature is that you or your covered dependents would not be charged a second deductible for an illness that began in the last quarter of the year and carried into the new year.

Remember, of course, that this is all based on the premise that the participant had not met the deductible amount in the first nine months of the current year. With this in mind let's look at a couple of sample situations that should further clarify this point.

If, for instance, you had no covered medical expense during the first nine months of 1975 and then incurred \$35 of Type B covered expense in the final quarter, you would be unable to obtain Type B benefits during 1975 . . . your expense did not meet the full deductible requirement of \$50. However, the \$35 can be applied against the deductible in the next year, making you eligible for benefits sooner in 1976.

On the other hand your first Type B expense in 1975 might have been a whopping \$400 bill incurred in the last quarter of the year. In this case your deductible is even more obviously eligible for "Double Credit."

First, it would be applied to 1975 and you obtain benefits for expenses above \$50. Then, the 1975 deductible also covers the 1976 requirement so any additional Type B expense incurred during 1976 will be eligible for benefits under the Insurance Plan immediately.

Although each covered participant has a \$50 deductible requirement before Type B benefits are paid, don't forget

that the Plan provides that the deductible will not exceed \$125 in a calendar year for you and your covered dependents.

Let's look at an example of how the maximum family deductible might benefit the family of three or more people (as illustrated below).

So you can see that no matter the size of your family, the annual deductible amount will never exceed \$125. The total deductible was met on the 30th dollar of Mike's expenses, and even though his own medical expense was less than the individual \$50 deductible, he is paid for his expenses over his family \$125 maximum deductible.

NAME	TOTAL EXPENSE	INITIAL DEDUCTIBLE	85% BENEFIT DUE ON
Mary	\$ 75	\$ 50	\$25
Jim	45	45	—
Mike	35	30	5
Sally	60	-0-	60
Total Family	\$215	\$125	\$90

## Coming Soon: a New Field Sales Procedure Guide

Our Field Sales Procedure Guide is in the process of being completely revised and brought up to date. Distribution is slated for late next month.

The manual is oriented toward the division's field sales personnel, and copies will be sent automatically to all individuals in this category.

Topics covered by the revised guide include order solicitation and new contracts, pricing, new customer credit approval, order entry, contract administration, cancellation of service, field sales security, T&L-related routines, purchasing and facilities routines, miscellaneous procedures, commission plans, and accounting summaries and

descriptions.

There may be a number of employees outside the Sales Department who need copies of the sales guide. If you are one of them, remember that *only* sales personnel will receive their copies automatically. *You* must request yours. If you have a copy of the old guide, it will become obsolete upon publication of the new version. To get your request in, simply call 8\*273-4663 or memo Sales Administration and include your name, title, operation and location.

Update suggests you do this now while it's fresh in your mind. That way you'll be assured of your copy as soon as they're ready.



## Industry News

Excerpts From the Trade Press

### IBM System/3

"A local company on the verge of ordering an IBM System/3 decided at the 11th hour to use an in-house communications terminal tied to a remote time-sharing service. As a result, Remac, Inc., explorer, developer and operator of oil and gas wells and coal mines spends less than \$600/mo. for both its Memorex. . .terminal and its GE time-sharing service. . .These costs are approximately half of the System/3 alternative the company estimated. . ." *Computerworld, 9/24/75, page 27.*

### General

"The Honeywell 6180 CPU is better able to provide a secure operating system than the Digital Equipment Corp. KI-10, IBM 370, Xerox Corp. Sigma 9 or Burroughs Corp. B6700, according to a report prepared for the Air Force by Mitre Corp." *Computerworld, 9/10/75, page 1.*

### Tymshare

"Telenet Communications Corp. has asked the Federal Communications Commission. . .to require that Tymshare, Inc. operate as a regulated common carrier. . . The broad question of whether packet-switched networks should be regulated or nonregulated is included in an FCC proceeding known as Docket 20097. It is not known when the FCC will reach a final decision on this docket."

"Meanwhile, Telenet wants the commission to require that Tymshare operate under tariff as a regulated carrier." *Computerworld, 10/15/75, page 29.*

"Now that Telenet. . .has begun to provide packet-switched service to

users, a new attention is being focused on a similar service from Tymshare. . . TYMNET. . .is now operating through about 112. . .access points. . .

"One of the often-quoted advantages of packet-switched networks is the user pays only for the data that is actually transmitted on the network. This concept holds true for long-haul inter-city charges. . . But users have to find a way to access the nearest processor. . . the cost of the access line will be based on the distance to the nearest network node. . . A primary example. . .occurs in Los Angeles, . . .a call from Orange County to the Telenet Processor in downtown Los Angeles could cost as much as \$7/hour in long-distance charges. . .

"The price will vary according to the number of characters per packet. . .if only one character gets into a packet the Telenet cost could be as high as \$14/hour. A recent cost estimate of \$2.28/hour on Telenet was based on about 15 characters per packet. . .the larger the number of characters in the packet, the worse the response time. . ." *Computerworld, 9/24/75, page 23.*

". . .is expanding its microcomputer programming software available over the company's. . .network, Tymnet. New offerings. . .are the assembler/simulator software for the Texas Instruments TMS 1000 microcomputer and the TMS 8080 microprocessors and for the Motorola M6800 microprocessors."

"The TI microchip programming aids. . .run on Tymshare's Tymcom-370-systems. The Motorola assembler/simulator packages. . .is designed for Tymcom-X Systems. . ." *EDP Daily, 9/5/75, page 278.*

". . .announced. . .an agreement in principle to acquire. . .Quelex Data System, Inc. . .Tymshare's Valcomp. . . and Quelex are suppliers of equipment

maintenance and refurbishment service and replacement parts for Xerox computer users. . ." *EDP Daily, 10/7/75, page 25.*

"A questionnaire cross tabulation and follow-on information analysis service . . .has been announced. . .its interactive survey package may be applied by an individual or organization that conducts questionnaire surveys. . .and who needs to be able to analyze and use survey data." *EDP Daily, 9/16/75, pages 322-323.*

### NCSS

"With the implementation of the data base management system. . .called Nomad. . .subscribers. . .now have some of the advantages of both hierarchically organized and relational data bases. . .

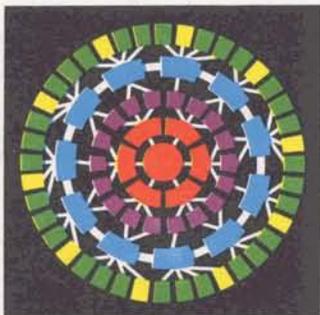
"A relational approach overcomes the time and space problems of pointers and allows for more flexible use of the data, its advocates contend."

"As usual. . .there is a cost for the benefits. In order to identify all the records sought by a user's request, each record must have a consistent identifier field; data redundancy therefore reappears to some degree."

"Nomad appears to allow the choice of approach to vary from one data file to another so a user may access each as he deems most appropriate." *Computerworld, 10/15/75, page 21.*

". . .has filed an application for the listing of its common stock on the American Stock Exchange. . . .The company's common stock is presently being traded over-the-counter." *EDP Daily, 9/2/75, page 263.*

*Continued on page 8*



**Update**

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

Dec. 8, 1975  
05.49

## ISBD Hosts Washington Area Marketing Council at the International Training Center in Rockville

The Washington Area Marketing Council is an organization composed of top marketing executives of the various General Electric components in the Washington area. The Council meets once a month to exchange ideas and information of interest to the company's marketing efforts.

Last month, on November 6, Information Services hosted the group in our new International Training Center. In addition to ISBD people, there were 36

### Division Advertising Campaign Takes Off

ISBD's new advertising campaign officially kicked-off on December 1 in the major in-flight magazines of large regional, domestic and international air carriers (see Update Nov. 24, 1975). With this issue of Update, all field sales personnel will receive an issue of one of the December in-flight magazines. Look for our advertisement in the center spread. Within 10 days, all branches will be receiving quantities of ad reprints which can be used as hand-outs and sales aids.

### Now It's Called Custom Applications Operation!

Roger Hobbs, Acting General Manager of the Sales Department, has announced that the name of the Technical Services Operation has been changed to "Custom Applications Operation."

The primary reason for the change is to avoid confusion between our TSO and a software package utilized by IBM computer equipment which is also called TSO. Therefore, effective immediately, ISBD's reference to TSO will always mean the IBM TSO; CAO will mean Custom Applications Operation.

GENERAL  ELECTRIC

top marketing executives of General Electric from the Washington area. ISBD hosts included Dr. George Feeney, Paul Wexler, Norm Barth, Paul Leadley, Roger Hobbs, Ray Marshall, Sally Smith and Mac McCleary.

After a welcome and introduction by Dr. Feeney an abbreviated version of our Worldwide '76 tour was presented. Ray Marshall discussed ISBD's standards of worldwide quality, Roger Hobbs spoke on worldwide service, Paul Wexler addressed worldwide innovation, and the Council was treated to a

showing of ISBD's award-winning film, *The Global Village* after Dr. Feeney discussed our worldwide commitment to information services.

It proved an opportunity for non-ISBD marketing executives to learn about the fascinating business that is Information Services. After the movie, open discussions were held, followed by a reception and luncheon. Then more open discussion. The guests seemed to be greatly interested in the fast-changing remote computing business, especially as pursued by the World Leader in Information Services.



Mac McCleary, Numerical Control Industrial Manager (left), converses with Jim Squires of Corporate Public Relations.



Ray Marshall, General Manager—Systems Department; and Sally Smith, Product Programs Manager, host Berkeley Davis, Vice President, Washington Corporate Office (center).



Dr. Feeney answers questions on ISBD over lunch with (from left) Larry Cohen, Aerospace Group Strategic Planning; Dave Cochran, Vice President, Aerospace, Government and Industrial Activities; and Sid Williams of the Advertising and Sales Promotion Operation's Washington News Bureau.



## Art Baker Leads Syracuse GE Employees to a Million-Dollar Gift to Hospitals

ISBD's Art Baker, Account Manager in Syracuse, serves as board chairman for the Federated Fund, a charitable fund-raising organization for all GE employees in the Syracuse area.

Recently, Art had the happy privilege of turning over to the Syracuse Hospital Addition and Reconstruction Effort (SHARE) a check for one million dollars. The money is helping build a brand new nursing home and new wings on two of the city's existing hospitals. The presentation was widely covered by local newspapers and television.

Following Art's enthusiastic lead, the Syracuse GEers pledged half a million dollars to the hospital fund, and GE decided to match the employee gift to bring the amount to a full million.

As impressive as this contribution is, it does not constitute the total results of Art's efforts this year. Early in the year (last February), Art, on behalf of the Federated Fund, presented the Onondaga Council on Alcoholism a \$15,000 check to help establish a new Occupational Alcoholism Program.

And in April, the Fund contributed \$4,050 to the Upstate Medical Center to help equip a special ambulance to rush infants to the center. Then last July, Art presented a pledge, and the first payment, of \$36,000 over a four-year period to the Rescue Mission Alliance of Syracuse to help them build a new center. The mission helps derelict alcoholics, provides a workshop for the handicapped, runs seven retail thrift shops, operates two community centers and maintains a summer camp for inner city youngsters.



Syracuse Account Manager Art Baker presents the final payment of a \$1,000,000 pledge to Sister Patricia Ann, in the presence of Nick Petitto, vice-chairman of the Federated Fund (left) and Syracuse area executive George Farnsworth.



Art Baker (second from left) discusses a GE Federated Fund gift of \$15,000 with Perry Woods Jr., Onondaga Council on Alcoholism president; Norma Coburn, OCA Executive Director; and Betty Junken, member of the GE Federated Fund board of administration.



Art Baker views an infant, typical of those whose lives may be saved thanks to \$4,050 worth of special ambulance equipment contributed by GE employees in Syracuse. From left: Nurse Marilyn Webster, Art, SPD Processor Myrtle Baum and Prenatal Center Director Margaret Williams, M.D.



## Industry News

Excerpts from the Trade Press

### General

"Eighteen major industries, led by hospitals, commercial and stock savings banks, automotive dealers, and grocery stores, each have an electronic data processing untapped spending potential amounting to more than \$200 million, according to a new study by International Data Corp. . . other top industries. . . include department stores, savings and loan associations, trucking, contractors and various wholesalers. . ." *EDP Daily*, 11/5/75, Page 143.

### Tymshare

"The magnum information management system now available on Tymshare Inc.'s. . . network is built on relational concepts. . . It isn't necessary for the relational DBMS user with magnum. . . to know or care how the computer—in this case, a Digital Equipment Corp. Dec-system-10—executes instructions to access or change items in the data base. . ." *Computerworld*, 10/29/75, Page 17.

"has told the. . . (FCC) that its Tymnet network operates in compliance with joint user provisions of commission rules and that therefore it should not be a common carrier. . ." *Computerworld*, 11/19/75, Page 23.

". . . and AutEx Inc. announced an agreement in principle where under Tymshare will acquire the business and operations of AutEx. . ." *EDP Daily*, 11/19/75, Page 203.

### NCSS

"has signed a four year contract valued at a minimum of \$4.8 million to provide timesharing services to New York Telephone Co. The contract calls for National CSS to first provide a shared computer system environment, and then at the telephone company's option

a computer system dedicated to their exclusive use. . ." *EDP Daily*, 11/19/75, Page 205.

### Cyphernetics

"has received a three-year contract extension from Chase Econometrics Associates, Inc. to provide services covering econometric modeling, forecasting and data base services." *Computerworld*, 10/29/75, Page 37.

### CSC

"A subsidiary of Davis-based Thompson-Brandt has agreed to acquire a majority interest in Computer Sciences International France, a wholly-owned subsidiary of. . . CSC. . . William R. Hoover, Chairman and President of CSC, said the association with Thompson will enhance the ability. . . to address. . . opportunities. . . for the French government. The Thompson group. . . is one of the world's largest industrial concerns, with a major portion of its business derived from defense projects. . ." *EDP Daily*, 11/6/75, Page 148.

### SBC

". . . has agreed in principle to acquire CRI Data Services, Inc. . . CRI provides computerized point of sale and data management services to the retailing communities. . . CRI's Data Management system enables retailers to capture sales and merchandising information at point of sale which enables them to gain full control over inventory, sales and financial areas. . ." *EDP Daily*, 10/21/75, Page 85.

### General

"Three associations within the Data Processing Service Organization (ADAPSO) have announced. . . new officers and directors. . . Remote Processing Services Section elected Curt DeForest as its president. . . DeForest is vice president. . . Grumman Data

Systems Corp. . . John Skoden, vice president, National CSS Inc., and John Madden, . . . Boeing Computer Services. . . were. . . elected as directors . . . other officers include Roland Smith, vice president, Computers Sciences Corp., and Frank Lautenberg, Automatic Data Processing, Inc." *EDP Daily*, 11/7/75, Page 155.

### Honeywell

"said. . . that it will increase purchase prices by four per cent on selected equipment in the United States. Selected service and maintenance charges also will be increased by from five to 10 per cent. . . The prices will be effective for new business on Nov. 1. . ." *EDP Weekly*, 10/20/75, Page 2.

### On-Line

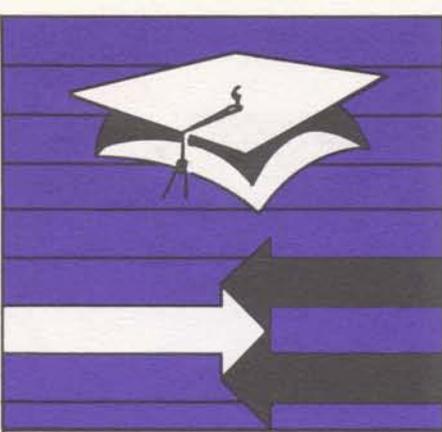
"An automated system designed to give management of chain-store retail organizations more control over their acquisition and distribution of merchandise is now available. . . Called PURE, this new system handles the automatic replenishment of staple items as well as the one-time purchase of fashion or seasonal goods. . . purchase orders are automatically generated. . . Buyers are provided the status of open or closed purchase orders, plus information of overages, storages and substitutions." *EDP Daily*, 10/21/75, Page 86.

### UCC

"A new. . . program designed to aid in electronics reliability and maintainability studies has been introduced. . . It uses basic component data to perform the analysis required by military specification HDBK-217B. . ." *EDP Daily*, 11/6/75, Page 149.

Original references compiled by Pat Buteux are on file at the Competitive Service Desk. (8\*273-4108)

ec. 8, 1975  
05.49



## Product Training Council Exchanges Ideas

The division's new International Training Center in Rockville was the locale of last month's two-day meeting of our new Product Training Council. Created through a merger of the old Documentation Council and the old Training Council, the new organization's primary function is to gather ideas, suggestions and criticisms on training and documentation from throughout the division, and bring them all together in a useful, productive manner.

Coordinated by Bill Hewlett, Manager of Product Training, the Council started with a reception and dinner, then moved quickly to the business at hand. During the course of the meeting, subjects covered included courses and documents which have been revised or developed in the past six months; a preview of new courses and manuals in process; a design for a National Class Reservation system; IQ76 course schedules; instructor training plans (teaching techniques, etc.); and a tour of the new International Training Center.

The 13 delegates to the Council brought with them "wish lists," which they presented to those assembled. Many of these suggestions, Bill Hewlett said, are already being incorporated into the division's training and documentation procedures.

The 13 delegates were Ray Grzybowski, representing the Northeast Zone; Barbara Harbison, Eastern Zone; Ed Murphree, Southern Zone; Frances Jackson, Central Zone; Jo Ann Serowick and Guy Magruder, Pacific Zone; Marv Bergen, Southwest Zone, Joe Weisbord, MAP; Anna Goldman, CAO (formerly TSO); Ed Barrows, Sales Support; Ed Wetzel, Sales Training; and Fred Wood, Product Programs.

"The meeting was particularly valuable," declared coordinator Bill Hewlett, "in

that the delegates provided us with a number of excellent inputs bearing on courses and documents now being worked on." He added that in return, Product Training was able to let the delegates get a preview of what we have in process and what new books and courses they can look forward to in the coming months. "I feel the session was a tremendously productive

and mutually informative one," Bill said.

Bill suggests that if any ISBDer, either in the home office or the field, has any suggestions for improving the division's product training or associated manuals, pass your ideas on to the delegate who represents your geographic or functional area.



*The Product Training Council hard at work. From left (front row): Zahir Usmani, Frances Jackson, Joe Weisbord, Denny Senko. Second row: Ed Barrows, Ed Wetzel, Ray Grzybowski, Gwen Risinger. Third row: Ed Murphree, Fred Wood, Barbara Plomondon (hidden) and Jo Ann Serowick.*

## New and Revised Documentation

Here are two documents published in limited quantities to support field test, in addition to those announced in the November 10 Update:

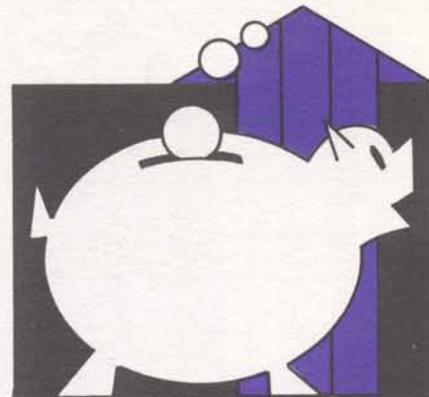
- *Securities Database* (5105.05) describes GE's proprietary database of 20,000 securities and the software and techniques that enable MARK III Service users to query it.

- *Employee Management and Planning System* (STAR\*\*\*) (5306.11) is for use by airlines and telephone and service companies that must schedule large personnel work forces.

*MARK III Background Service—IBM System* user's guide (2050.09A) is final version of that document, superseding CRISP III/70 and IBM advance release documentation.

A supplement to *HISAM* (5605.02A-3) documents a new HISAM index file generator plus RELOAD option PUSH, NOREC, and HUTIL\*\*\* DESCRIBE.

Another addition has been made to MAP Services documentation: *BI/DATA, The Business International Database on National Accounts and Marketing Statistics* (5900.64A).



## How's Your Retirement Income IQ?

*Editor's Note:* Here's a set of questions to test your knowledge of some benefits that make up the unseen dollars in your paycheck—the benefits that provide retirement income. How much do you know about your GE pension and Social Security benefits—how they are paid for, what some of their values are, how they pay off for GE people? Choose what you think is the correct answer to each question. Then turn to page 6 to check the answers.

### Questions

1. Social Security is the primary retirement income for many employees of business and industry in the U.S. What percentage of business and industry employees also have a private pension plan?  
(a) 50% (b) 60% (c) 80% (d) 90%
2. The new Pension Law requires many private pension plans to be revised to include an improved "vested rights" provision. Under a typical version of the "new" provision, you can leave a company for any reason after 10 years of service; then, after you reach retirement age, you can apply for and receive a pension based on your credits under that company's plan. How long has GE's Pension Plan had such a provision?  
(a) 1 year (b) 3 years (c) 6 years (d) 9 years (e) 12 years
3. The number of people receiving GE pension checks at the end of 1964 was about 29,000. How many more were receiving pension checks at the end of last year?  
(a) 10% more (b) 25% more (c) 50% more (d) 90% more
4. Right now, General Electric is helping support two retirement income plans, side by side. The benefits—and the cost—of each have skyrocketed during the past dozen or so years. Payments to the GE Pension Trust have leaped from \$28 million in 1962 to \$149 million last year. How big a jump do you think GE's payment to Social Security has made in the same period?  
(a) From \$12 million to \$24 million  
(b) \$16 million to \$48 million  
(c) \$28 million to \$100 million  
(d) \$37 million to \$190 million
5. Under some pension plans when you elect to retire early, your earned pension is reduced by a specified percentage for each year you are under age 65. That's because of the increased number of years the pension would be paid. If you retired at age 62, how much would your GE pension be reduced?  
(a) not at all (b) 4.8% (c) 12% (d) 20%
6. Assume you are a GE employee with a dependent spouse. You are earning \$10,000 a year and have 30 years of credited service and a typical earnings history. You and your spouse are both 62, and you want to retire. How do you think your retirement income (Social Security and GE Pension) will compare with your present "after-tax take home?" Remember, your GE pension is based on your *final five-year average earnings* and is figured from the minimum table.  
(a) 30% of after-tax pay (b) 50% of after-tax pay (c) 70% of after-tax pay (d) 80% of after-tax pay (e) 85% of after-tax pay

See page 6 for answers

## Steinmetz Memorial Scholarships Available

The GE Corporate Support Operation has announced that applications are being accepted for the Steinmetz Memorial Scholarships to Union College in Schenectady, New York.

The scholarship fund was established in 1924 with no limitations as to the subject field. Eligible for these scholarship awards are (1) children of employees of the General Electric Company; and (2) children of residents of Schenectady if there are no qualified applicants from GE.

Candidates must apply directly to Union College for information and application forms. Use the college's regular forms.

The college itself has exclusive authority in the selection of winners. The number of scholarships awarded each year may vary according to the current income of the fund plus any accumulated surplus from the fund, and the amount awarded to each candidate.

The amount of each scholarship is determined by the candidate's actual financial need as gauged by the college.

Another scholarship fund, the Richard H. Rice Memorial Scholarship, is also available to children of GE employees who would like to attend Stevens Institute of Technology in Hoboken, New Jersey. These scholarships are adminis-

tered very similarly to the Steinmetz Scholarships, and candidates should write directly to Stevens for applications.

Deadline for submitting applications for these GE scholarships will be February 1, 1976. ISBDees whose children may wish to apply for a Steinmetz Scholarship should write to Joseph T. Maras, Director of Financial Aid, Union College, Schenectady, N.Y. 12308.

Those wishing to apply for the Rice Scholarships should write to William E. James, Director of Student Aid, Stevens Institute of Technology, Castle Point Station, Hoboken, N.J. 07030.



## People On the Move

Linda Brunner, from Senior Tech Rep; to Manager, Southern California Technical Branch, Los Angeles.

Elizabeth Lee, from Secretary, San Francisco; to Branch Administrator, Northern California Technical Branch, San Francisco.

Michael S. Mash, from Account Manager, Kansas City; to Branch Manager, Philadelphia.

Myrl D. Peterson, from Zone Marketing Rep; to Senior Account Rep, Houston.

Robert E. Stolzenburg, from Systems Integration Specialist; to Senior Systems Specialist, Rockville.

Gene Vennesland, from Senior Technical Services Specialist in TSO; to Project Manager, TSO, Watertown.



Linda Brunner



Elizabeth Lee



Mike Mash



Myrl Peterson



Bob Stolzenburg



Gene Vennesland

## Retirement Income IQ — Answers

1. While virtually all these workers are eligible for Social Security, only about 50% will have the additional value of a private pension when they retire. If you marked (a), you're off to a good start.

\*\*\*\*\*

2. GE's Plan has had a 10-year service requirement for vested rights for about nine years. The correct choice is (d); but there have been vested rights provisions in the GE plan, with various eligibility requirements, since 1946.

\*\*\*\*\*

3. As 1974 ended, there were about 56,000 on the pension roll—almost double the number 10 years earlier. When 1975 ends, it is expected that more than 60,000 people will depend on the GE Pension Trust for part of their retirement income. You're on target if you picked (d).

\*\*\*\*\*

4. The answer is (d). When pension

and Social Security are taken together, GE paid \$339 million last year to help provide retirement income for employees.

\*\*\*\*\*

5. If you picked (a) for "not at all," you're correct. Under the GE Pension Plan you can receive the full pension you've earned, whether you retire at 65, 64, 63, or 62. Only when you choose to retire at 61 or 60 is there a reduction to cover the extra years of payment.

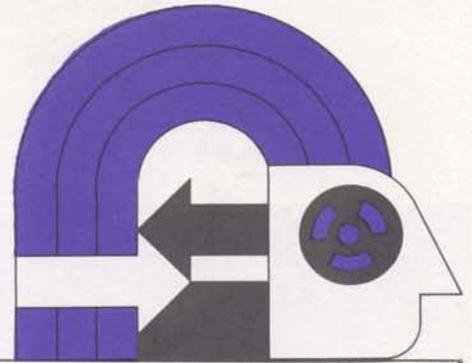
\*\*\*\*\*

6. Start with your Pension Plan "minimum" table. In this example total retirement income adds up like this:

Your GE Pension	\$225.00
Your Social Security	\$258.00
Your monthly retirement income	\$483.00
Add spouse's Social Security	\$121.00
Total monthly retirement income	\$604.00
Not counting your spouse's Social	

Security, your annual retirement income is about \$5,796. That's about 69% of your pre-retirement after-tax income—which is typically about \$8,400. When your spouse's age 62 Social Security is included, your income climbs by another \$121 a month to \$7,248 a year. If you picked (e), you're about right, because the answer is a total monthly retirement income amounting to about 86% of your present "after-tax income."

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 • 273-4387.



## Interchange Corner

Update announced the introduction of Production Fortran (PFN), Information Services' new production-oriented FIV language, in its October 27 issue. At that time we also suggested a very simple manner in which MARK III Service customers may easily switch their own programs, assuming they are already tested and debugged, from FIV to PFN for more economical processing.

Don Gable, Technical Manager in the Chicago Branch, has suggested another procedure which may be used, especially in cases where the customer believes he may need to change the source code in the future. We think his suggestion merits sharing with all ISBD account and tech reps. Note that this procedure does not replace the original procedure outlined in the October 27 Update (and which now appears in our new Production Fortran sales brochure); it is

## December Service Awards

### Twenty-five years

Florence N. MacLane Miami

### Fifteen years

Donald L. Fagerhaug Rockville

### Ten years

Robert J. Friedmann Houston  
 John P. Burke New York  
 Thomas M. Kerry Rockville  
 Wayne L. Mueller Atlanta  
 David A. Schmitt Rockville  
 Janice L. Gilson Brook Park

### Five years

Denice J. Dumbravo Erie  
 Janice Weinberg Rockville  
 Judith A. Hardison Rockville  
 Gayle S. Shackelford Rockville

merely an alternate method.

Here is Don's suggested procedure:

1. Retrieve source program using an OLD command.
2. Make any desired changes to the source program.
3. REPLACE the program (system name would still be FIV).
4. Change system to PFN (SYS PFN).
5. Compile or load the program by either COM; Filename or LOAD; Filename.
6. SAVE or REPLACE the executable program, as appropriate.

This procedure, Don says, is valid for both the initial change to PFN and for subsequent changes.

We might point out that production programs for which no future source code change is anticipated can probably be switched to PFN a bit simpler by using the method described in the October 27 Update. Also, Option Warn, Line and Check are valid options and may be inserted into PFN programs.

In these cases, of course, the customer wouldn't get the full cost reduction benefit of switching to PFN.

Update welcomes suggestions, short-cuts and new ideas from its readers, especially for the Interchange Column. Why not share yours with us?

## Background Product Name Changes

All division employees are well aware that ISBD has been offering computer services by way of a big IBM 370/158 system for nearly a year now. The service has been known as "Crisp III/70 Service."

Well, the name has been changed. The primary reason is simply to identify the IBM system more closely with Background Service (remote batch), which is actually what it is. The new name of this service will now be "MARK III Background Service - IBM System.

Our original Background service, utilizing Honeywell 6080 computer equipment, will now be called "MARK III Background Service - Honeywell System."

## A Clarification. . .

In response to the 1976 holiday schedule published in the last issue of Update, we have received a number of phone calls pointing out that our dates are slightly different from those on an October-issued insert to the Organization and Policy Guide. Who's right?

The dates in Update are more current. Good Friday, April 16, was cancelled so ISBDers could have an extra day off (Friday, Jan. 2) for a four-day New Year's holiday. Very thoughtful of ISBD management, wouldn't you say?

## S&SP Prices —

October 1975

Month	Stock Price	Fund Unit Price
October	\$47.332	\$25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499
February	41.757	22.706
January	35.500	20.289
December	33.274	19.335
November	36.881	20.889



## OMNI... ISBD's Brand New Order Service System is Now Ready for Initial Use by Customers

A considerable amount of interest has been generated in the field by the Customer Order Service presentation that was distributed to branch and CAO offices in October. The purpose of this presentation was to establish the division's credibility with customers' order entry systems. A logical step, following a successful presentation, would be a detailed CAO study of this area of a customer's business.

This is where OMNI comes into the picture. OMNI is a new software package, just completed by Technology, that is designed to facilitate implementation of order entry systems with a fraction of

### Microcomputer Revolution

An article in the November issue of *Fortune* provides an in-depth look at the microcomputer revolution. It covers the history and technology, the applications, the companies involved and the role they're playing.

The first electronic computer, says *Fortune*, was house-size and weighed 30 tons. Today's microcomputer fits comfortably on a tiny chip of silicon 1/6 by 1/8 inch and can perform 20 times as many calculations per second.

And, while their predecessors, the mini-computers, are desk-size and cost thousands of dollars each, the micro-computer costs less than \$10 each in quantity.

According to *Fortune*, microcomputers will soon be found in electric typewriters, scales, microwave ovens, refrigerators, gas pumps, traffic lights and complex scientific instruments. They will be responsible for the introduction of undreamt-of new products, and may even help restore sight to the blind, the magazine said.

the effort previously required.

OMNI is actually a program generator that produces FIV source code programs which will handle all of the major order entry and finished goods inventory control functions (except accounts receivable). OMNI programs run on MARK III Foreground, utilize both DMS and HISAM, and process batches of data on an immediate, deferred run or overnight basis.

OMNI software can begin to benefit our customers immediately, but it will not be released to them at this time for customer generation of programs. For the present, at least, CAO will be needed

### New GE Products Win 10 Technical Awards

For the past 13 years *Industrial Research* magazine has held an annual competition to select the "100 most significant new technical products or processes of the year." General Electric has won more than twice as many awards—97—as any other company. GE also received the greatest number of awards—10—this year.

#### Here is a look at the GE Winners:

- A genetically engineered "super-microbe" designed to attack and digest oil spills, developed by Dr. Ananda M. Chakrabarty, a microbiologist at the R & D Center, who also was named the magazine's scientist of the year.
- A needle-shaped carbon-dioxide blood sensor that gives physicians—for the first time—a running account of the carbon-dioxide level in a patient's bloodstream during surgery and follow-up intensive care. It was developed by researchers at the R & D Center and at GE's Medical Systems Business Division in Milwaukee, Wisconsin.
- A sodium/halogen battery with a life expectancy of ten years, which is under development as a power supply

to work with the customer in gathering the questionnaire information needed to actuate OMNI software. And, if additional hand-coded programs are required for a customer's special requirements, CAO will also develop these.

Headquarters assistance is available in OMNI sales situations. Further information can be obtained by listing the file FLDTEST in the MEMOSYS catalog, or by calling Ray McNees (8\*273-4639). With the right customers, OMNI can be very attractive and have considerable revenue potential. If you have any prospects, contact Ray for help in planning your next step.

for heart pacemakers, precise voltage references, and other microelectronic devices. Its development team was from the GE Research and Development Center.

- A new all-electronic memory that permits computers to access stored information up to 1,000 times faster than is possible with today's rotating magnetic memories. The memory was developed by a Research and Development Center team.
- An advanced ball-bearing design—the most significant in decades—which has a proven life expectancy 20 times greater than the best bearings now in use on aircraft. It was developed jointly by NASA's Lewis Research Center, GE's Aircraft Engine Group, and Industrial Tectonics, Inc.
- Other GE winners were: ultrathin permselective membranes; a high-efficiency 100-volt Schottky diode; a monolithic circuit chip for high speed signal processing applications; a radar altimeter; and a new family of phosphors used in X-ray screens.

GENERAL  ELECTRIC



# ISBD

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

Dec. 22, 1975  
305.50

## **Global Village Wins Prestigious International Awards Plus the Unanimous Favor of Customers Everywhere**

One of the highlights of tomorrow's Annual Headquarters Meeting at the Indian Springs Country Club will be a showing for all Rockville employees of the division's successful new documentary film, *Global Village*.

Many ISBDers have already seen the film at least once. . . some several times. In fact, most repeat viewers exclaim that each time they see the film, they notice brand new elements which, because of its fast-moving pace, had managed to slip by them unnoticed in previous viewings.

David Cooper, Manager, Marketing Communications, provided the ISBD leadership on this significant project, which covered a span of about two years. In addition, several field and headquarters personnel were also involved, especially with the customer sequences.

Preparatory work was completed in June 1974 and the actual filming began. The finished film was delivered to ISBD last July. Since that day, literally hundreds of employees, customers, government people, trade association professionals and foreign dignitaries have viewed the film, and invariably each showing results in requests for more showings... frequently on behalf of highly prestigious groups.

Although *Global Village* has only been available for five brief months, it has already walked away with top honors in three highly respected film festivals.

In competition with hundreds of international business films produced during the past year, *Global Village* has been consistently recognized as the best.

The first major award came from the Council on International Nontheatrical Events in Washington, D.C. *Global Village* received the CINE Golden Eagle which qualifies it to be the U.S. 1976 representative at foreign film festivals in the business category.

The Festival of the Americas in the Virgin Islands recognized *Global Village* with a top Gold Medal; and in the Chicago International Film Festival, the film won the Silver Hugo for the best business film of 1975.

Now that *Global Village* is to be an official United States entry in the various 1976 international film festivals, it just may be that more glories are in store for ISBD's new film.

### **A Hundred Prints, Nine Dialects**

*Global Village* has already been made into more than 100 prints, including copies with the narration translated into nine languages (American English, British English, Australian English, French, German, Italian,

*Continued on page 2*

## **Are You Missing Something?**

Are you missing something? You might be. Some people here at ISBD may not realize the extent of dental protection provided under the GE Comprehensive Insurance Plan. Under this plan, certain items of dental surgery are covered. Type A-2 expenses, benefits of 100% of the first \$500, 85% of the excess in a calendar year are payable to you for the reasonable and customary charges on covered services by your dentist. Here's a quick review of what the plan covers so that you can check and find out if you're missing something:

As Type A-2 covered expenses, the GE Comprehensive Insurance Plan pays for:

- removal of an impacted tooth or the removal of a tooth root without the extraction of the entire tooth
- root canals
- simple extraction of a tooth or series of teeth
- surgery or other cutting procedures on the gums and tissues of the mouth, unconnected with tooth extraction or replacement.

- Odontectomy of the soft tissue or, in layman's terms, removal of the tooth's crown
- Alveolectomy or removal of the tooth socket
- Pulp capping, that is, covering the soft core portion of a tooth
- Vital pulpotomy or removal of part of the tooth's pulp
- Gingival curettage and gingivectomy
- diagnostic x-rays connected with any of the above listed covered expenses

These nine covered procedures—plus diagnostic x-rays—are increasingly common dental operations today and all are covered under the Comprehensive Medical Insurance Plan.

Are you missing something by not being aware of the full extent of your dental coverage? Now's the time to check and see if you—or a covered dependent—can benefit from the Plan.

GENERAL  ELECTRIC

For General Electric Employees Only



## Global Village *Continued from page 1*



Three professional actors put forth their best efforts to help demonstrate the world-wide nature of Nomura Securities' innovative use of MARK III Service. At left, a Parisian secretary throws in a humorous "pfmpf" in reaction to the extreme simplicity of using our network. In the center picture, a no-nonsense British executive leaves his home briskly en route to his London Office. The photo at right depicts a young French businessman getting last-minute instructions from the camera crew's sound man before going into his role.

*Global Village* has been requested by a number of ISBD customers who, after seeing it once, wanted to share it with their own key executives. These include American Airlines, McDonald's, the Commerce Department's Maritime Administration and the Transportation Department.

Several ISBD customers also cooperated in the filming of *Global Village*, allowing their innovative uses of MARK III Service to serve as illustrations of what can be achieved through our services. They are Nomura Securities, the U.S. Maritime Administration, Arctec Laboratories, the Coca Cola Company, American Airlines, McDonald's Corporation, Duke Power Company, Disney World and Booth Fisheries.

Japanese, Brazilian Portuguese and Mexican Spanish). Versions of the film were used by all of ISBD's foreign distributors to kick off Worldwide '76, and they are continuing to use it in executive customer meetings.

### A Film of Many Uses

*Global Village* has proven that it can be useful in a great many ways. For example, it has been used as a part of numerous ISBD meetings and conferences, not only to make employees aware of the film and its contents, but to also help deepen their understanding of the overall picture of the complexities which together spell MARK III Service.

It was shown to important decision-making executives of more than 150 key ISBD customer accounts across the nation during last fall's Worldwide '76 tour to give them a more complete view of our services and suggest additional ways in which our services can work for them and their busi-



*In Tokyo, lighting experts take readings prior to shooting footage to illustrate Coca Cola's international use of MARK III Service.*

nesses. The film was even incorporated into the presentation of Jack S. Parker, Vice Chairman of the General Electric Board, during GE's recent Annual Shareholders' Meeting held in San Francisco.

Special recognition is due Phil Anderson, Bill Viets, Art Lawson, Jim Medley, Pete Salisbury and the members of the field sales force who joined Dave Cooper and Producer Francis Thompson in making *Global Village* such a success.



## Newest Release Makes FAL II Best Yet!

The September 29 Update announced a number of new enhancements to ISBD's own proprietary Financial Analysis Language (FAL II) and at the same time gave readers a glimpse into a rather impressive list of additional enhancements which were still on the drawing boards of Programming Specialist Lou Schreiber and Product Planner Jon Weston.

All those projected enhancements are now realities, Lou and Jon report . . . and there are even more new convenience features which make FAL II easier to use and more useful than ever before.

Roberta Jankowski, Senior Specialist in Marketing, who is responsible for coordinating the Market Plan on FAL II, has provided Update with a rundown of the major improvements. "There are 15 of them," she said, "and they're designed to make FAL II more attractive to the international market by providing customers with new cost-

reducing features, as well as a variety of enhancements which provide greater flexibility." The new release complies with foreign currency conventions, she added. The new enhancements are:

- The PROduction option is designed to reduce costs for users who have completely debugged models by (a) no longer making certain format checks such as field lengths; and (b) creating core image automatically.

- To ease the use of FAL II in the production environment, it will now be callable by way of the "/" command, with answers to MODEL NAME? and COMMAND? questions on a single line. This eliminates several interactive prompting steps which were previously necessary. Time will be saved since FAL II will no longer actually print the version number, the FAL2INFO banner or the two questions mentioned above.

- Another very useful feature will be the ability to allow alphanumeric data within the FAL II table, for both labelling purposes and for the printing of annotative information. The capability for installing printable text will be provided by row or column; or for a single element in the table.

- FAL II now allows up to four special customer-selected unit designators, such as MARK, KRN, TONS, etc., each composed of up to four characters. These designators replace the "\$" within a row or column description. Previously the only unit designators available were \$ and %.

- Additional editing is now available through the EDIT, (edit period), EDIT, (edit comma), EDIT\$, EDIT%, and EDIT0 (edit zero) options where the quoted single character following the option EDIT describes the replacement of the period, comma, percent mark or dollar sign. The replacement for the zero may be up to four characters. For example, rather than printing zeros where there may be no figure to report, N/A or NONE can be printed.

The feature is excellent for changing U.S. currency to European currency convention of placing commas where we place periods, and vice versa. To accomplish this, for example, merely enter the options EDIT, "." and EDIT, ",".

- Other new options are the DECIMAL option, which sets the default number of decimal places for the entire model (this previously had to be done for each row, or it defaulted to no decimal places); the EXPAND option spaces out columns by one to 15 additional spaces; and the REVERSE option reverses the priority of \$, % D (decimal places) and

*Continued on page 4*

Dec. 22, 1975  
305.50

## Global Village



*Film Director Roger Flint (left) and Cinematographer Tim Housel prepare to take some footage in the terminal room of Duke Power's Charlotte, North Carolina headquarters.*



*Global Village awards to date are the Chicago International Film Festival's Silver Hugo (left, foreground); the Festival of the Americas' Gold Medal (right, foreground); and the Council on International Nontheatrical Events' CINE Golden Eagle.*



## FAL II Better Than Ever! *Continued from page 3*

units from rows over columns to cause columns to take precedent over rows.

- Flexibility is increased within the TITLE, COLUMNS and ROWS sections by allowing center and right justification of footnotes; and both right and left justification of titles. The prompted questions can be customized to the customer's specific need by using ASK in place of PROMPT. For example, the system will now print out any specific prompting message desired, such as "Enter your department number," "enter your section name," etc.

Further, the maximum number of title blocks has been increased from 25 to 33; the number of column sections from three to five; the number of headings per column from five to seven; and the number of headings per row from five to seven.

- Changes to the READ file and the ROLL file have been made to greatly simplify their use and improve efficiency.

- A single FAL II model may now be used for the generation of multiple reports by use of an ON KEY clause, used with the PRINT, DISPLAY and WRITE verbs. This allows selective printouts without having to redesign those affected portions of the model.

- Seven FAL II commands have been added or expanded in this release. The BAR and PLOT commands (for terminal plots), and the ZBAR and ZPLOT commands (for the Zeta Plotter) are used to call on the new PLOT\*\*\* application (PLOT\*\*\*). Note: PLOT\*\*\* is still in field test, and these FAL II plotting commands can only be used on System V, or through specific permission to field test participants. Call Ray McNees (8\*273-4639) if you have a customer who wants to try these plotting capabilities now.

Commercial release of PLOT\*\*\* is scheduled for mid-January. The star command (\*) allows you to utilize any system command without exiting FAL II. Example: \*LIST FALDEMO. The OPTION USE command allows you to specify a new logicfile to be used; and the NEXT filename has been extended to make recovery easier to use by allowing the filename to be a work filename.

Also in the new release are:

- An improved DNS/FAL interface;

- Ease in the process of interactive "what if" modeling;

- The ability to force a new page after any specific row of a model;

- A "don't decode option" can cut the cost of model decoding when a user has installed his own FIV programming, when it is bracketed with BEGINFIV and ENDFIV statements;

- "Model file is made the current file" is an additional error message to aid in debugging and checking out a model;

- When printing selected rows and columns, the column headings from column section 1 will be printed instead of C1, C2, C3, etc.

A description of all these new FAL II features can be found on-line in FAL2INFO\*\*\*, which is now loaded on all systems. Also, a new FAL II\*\*\* features user's guide supplement (5103.15B-1) is available for ordering an OLOS.

But that's not all, Roberta said; Lou and Jon are currently working on still more enhancements which in another month or so will allow up to 250 columns, compared with the present 100 maximum; and which

will expand the allowable row numbers from 4,000 to 50,000.

Composite headings will also be a new capability where a column heading can be automatically centered over another line of column headings. For example, the words "FIRST QUARTER" can be centered over the headings of columns 1, 2 and 3, which might be "JANUARY," "FEBRUARY" and "MARCH." Additionally, column heading overlining and underlining options will also be available without having to use up one of your seven possible headings, as currently required. Roberta said these features can save many hours of tedious report layout work.

A completely new user's guide is in the works and is scheduled for distribution by mid-January. Not only does the new guide incorporate all the features described here, but it has a totally new format as well. One outstanding feature is that it will include four full-blown examples which were specially designed by a professional financial management consultant to reflect some real "today" functional applications of FAL II. The examples cover cash flow, currency translation, forecasting, financial consolidation and budgeting. Not only will the examples include sample reports, but they'll also provide step by step procedures for building the models, as well as a complete listing of the models.

In a mail-out package to each ISBD field representative, there'll be a FAL II demonstration card which features the same four examples presented in the user's guide (all these demonstration models will also be on-line for you and your customer). The package will also include a sales guide which points out how to sell these new capabilities.

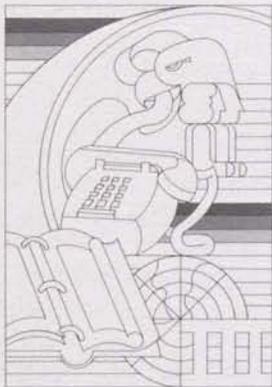


## ISBD Releases Two New Sales Brochures

World Leader  
in Information  
Services

Production  
Fortran

Interactive  
Data Processing  
at Up To 30% Less  
Processing Cost

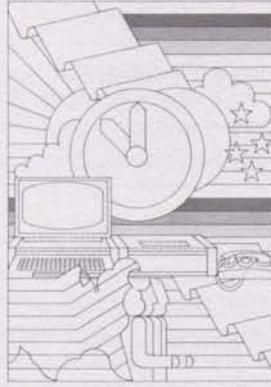


GENERAL ELECTRIC

World Leader  
in Information  
Services

Continuous  
Access Plan

Low-Cost Computer Access  
Both Day and Night



GENERAL ELECTRIC

## New Background System Release (BGH 701)

We are currently in the process of testing and finalizing our next major Background system release BGH701, which will be implemented on the Honeywell 6000 Systems. This release is extremely important because it has both user visible and user invisible changes. The release is essentially Honeywell Software Release — G. The file system of BGH6XX has been replaced by the new File Management Supervisor (FMS).

BGH701 contains a large number of system improvements, enhancements and new features. In order to accommodate these, there are some modifications that may need to be made to existing jobs in order for them to run properly under BGH701.

We are in the process of preparing a document that will explain all of the new features and all of the modifications that may affect currently operable jobs. In addition to this a more detailed document is being prepared, one for internal technical use and one for customers, that will be available in mid-January, 1976. We are planning a commercial release of BGH701 in either mid-February or early March, 1976.

If you have any questions, please contact Marianne M. Millett, Product Programs Manager, 8\*273-4123.

Two attractive new sales brochures were published last month by Information Services which describe Production Fortran and the Continuous Access Plan.

Prepared by Bob Rogers, Sales Promotion Specialist in Marketing Communications, the brochures tell customers and prospects how they can get still more for their data processing dollars by taking advantage of these two new services. The publication number for the PFN brochure is 3102.09; for the CAP brochure it's 0910.18.

Copies of both brochures have been mailed to each of ISBD's 5,000 customers in the United States, so branch offices may begin receiving inquiries from numerous customers regarding the details of PFN and CAP.

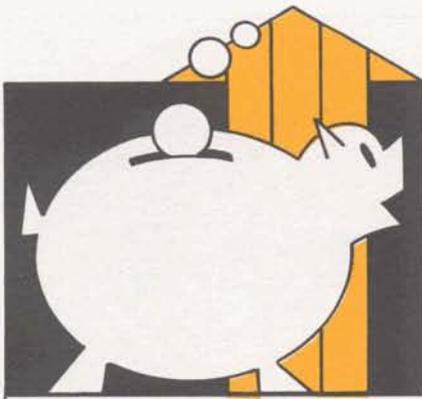
To supplement the sales brochures, new feature profiles are also in production which describe PFN and CAP more fully than the brochures themselves. They are scheduled to be available later this week. The publica-

tion number of the CAP feature profile will be 0910.19; PFN's pub number will be 3102.10.

Also coming soon is a brand new quality sales brochure describing the services of the Custom Applications Operation (formerly TSO). The eight-pager is equipped with a pocket which will contain nine customer profile featurettes, written in generic form, which describe various CAO success stories. The single-page inserts cut across industrial lines and represent a wide variety of functional capabilities in which our Custom Applications Operation has already achieved a proven track record.

Copies of the new brochure and its inserts (publication number 6200.02) are due for OLOS ordering by December 31. A companion piece, a new feature profile for inclusion in the Sales Manual and for distribution to customers and prospects, is also currently under production and delivery is scheduled for later this week. Its publication number is 6300.00A.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 \* 273-4387.



## How New S&SP Changes Can Help You Build Your Retirement Income

Improvements in the Savings and Security Program which go into effect January 1 include some of special interest for those who aim at building greater retirement income and those who have specific investment goals.

For instance, there's a change that lets you invest more in the program, although without a company matching payment. Another change lets you put more into the S&SP Retirement Option feature; and still another lets you arrange to have funds built up during working years paid out monthly — or annually — during retirement.

Before making any decisions on participation, you should carefully study the new S&SP booklet, the prospectus, and the new prospectus supplement. These contain a complete description of S&SP and make the offer to participate in the program. By publication date, current participants should have received copies. If you do not participate and wish to, you can obtain material from Paul Beaudry, Compensation and Practices Manager (phone 8\*273-4756).

Here are some details on how the new changes can work for you. Of course, this article only sets forth a few highlights.

### You Can Invest More

First, the S&S Program will let you increase your investment beyond the previous maximum of 7% (6% for employees with less than three years' participation) of earnings. Beginning in 1976, if you are already saving at the maximum rate, you can make additional investments of 1%, 2% or 3% of your earnings. However, no company proportionate payment will be

available for these percentages. The additional investment can bring your total S&SP investment to as much as 13% of earnings.

### Here's how your investment can add up:

Your GE matched savings:  
up to 7% of earnings

GE 50% matching payment:  
up to 3½% of earnings

Your unmatched savings:  
up to 3% of earnings

Total potential investment:  
up to 13½% of earnings

What's the advantage of the opportunity to invest 3% more in the program? It means a greater opportunity to save for future goals — especially an opportunity to invest more toward retirement income through your Retirement Option Account.

### A Bigger Retirement Account

To help you build greater funds for retirement, the new S&SP improvements will let you add your own S&SP payroll deduction savings — including the new additional investments of 1%, 2% or 3% of earnings — to your Retirement Option Account. Previously, only the company's 50% matching payment and income from it could go into this account and be held for retirement years.

You can choose to take advantage of this new S&SP value with the "payout," or distribution, that comes early in 1977. Forms will be distributed next year (1976) for use in choosing this new option.

What's the advantage? Well, with your own payroll deduction savings — plus company payments — going into your Retirement Option Account, your fund for retirement can climb about three times faster than previously. Of course, this depends on the performance of investments in your account.

### An Added Income At Retirement

A new improvement that will appeal to everyone interested in increasing retirement income is this: When you retire, you can have your Retirement Option Account — plus any investments still in holding periods — invested in an annuity to provide monthly payments during retirement years. Or you can have your Retirement Option Account paid to you in five, 10 or 15 annual installments. The latter option also applies to those who leave for reasons other than retirement, except death.

What's the advantage of the annuity or installment payout? These create an additional regular income which can be added to GE Pension and Social Security payments.

---

## Now She's Mrs. Paczynski!

The December 8 issue of Update announced the fifth anniversary of Denice J. Dumbravo of Erie. We have since learned that Denice has gotten married and her new name is Denice Paczynski. Further, she is now assigned to our Brook Park facility.



## Interchange Corner

### Customer Solves FAL Dilemma

A method of creating variable row headings and a variable number of rows in FAL has been developed by Webb Bassick of Arthur Andersen—Chicago, assisted by Anne Van Wagoner, Senior Tech Rep in the Chicago branch. The particular application for which the method was developed is a large partnership in which financial papers and tax returns are prepared using various FAL models.

DMS is used to store the partners' name and pertinent data, including the row number for the FAL model. Using DMS, the row number and partner name is written to a file using a DMS retrieval. The only difficulty is that the row number must be printed as an integer which can be accomplished in two ways:

1. If it is a small file, write the row number as an integer using the INT function. Then, using change commands, remove the decimal point and following two zeros.
2. For larger files, get a listing of the DMS code and change the picture format for the line number.

In this particular case, all row numbers are between 1001 and 1998. In the model, line 1000 would be the work ROWS, and line 2000 the word LOGIC; and there would not be any row headings between these.

Merging the DMS retrieval output file and the FAL model results in a model with only those desired rows. In this case, all summing is done on all rows

or columns and line 1999 is a total row.

As a result, the DO LOOPS can be set up from 1 to L or 1 to W. This method will require reloading the model each time, but the results are well worth it. If there are any questions, please contact Ann Van Wagoner at 8\*384-7848. If you would like to talk with Webb Bassick in person, that can be arranged by calling Lowell Maitland, Account Rep in Chicago (8\*384-7840).

Editor's note: Update thanks Lowell Maitland for submitting the preceding article to share an idea with our readers. You are invited to send us your proven suggestions too.

## Social Security Taxes Will Go Up Next Week

The Social Security tax paid by many ISBD people will climb next year. The tax will rise from 5.85% of the first \$14,100 of annual pay this year to the same percentage of the first \$15,300 of pay in 1976.

"This will mean a tax increase of up to \$70 for many employees," says Art Cleary, Personnel Accounting Manager. "This year's maximum tax was \$824.25. Next year it will be \$895.05."

The tax increase will help support the 8% across-the-board increase in Social Security benefits which went into effect in June of this year as a result of increases in the cost of living. At that time maximum Social Security benefits went from \$316.30 a month to \$341.70 a month.

Art Cleary explains that the new maximum taxable wage base will mean a sizeable increase in GE's

payments to Social Security, too. "The company payment which, along with employee payments, supports Social Security, will be about \$195 million this year," he said. "It is estimated at over \$210 million next year."

Art said that the next tax rate increase is scheduled for 1978 when the rate will rise from 5.85% to 6.05% of wage subject to tax. Meantime, however, the wage subject to tax is expected to rise again in 1977 to \$16,800, and then to \$21,600 by 1980. By then the maximum tax on an individual would be \$1,306.80. But, of course, as in the past, Congress can change the benefit schedule and increase the tax rate, or the amount of pay to be taxed, at any time.

According to many specialists, the continuing increase in Social Security benefits, and, the taxes to sup-

port them, underscores the fact that Social Security has become the basic source of retirement income for most Americans.

In 1962, barely a dozen years ago, individuals paid a Social Security tax of just \$150 maximum — compared to the new maximum of \$895. In the same period benefits went from a maximum of \$121 per month for a man to a maximum of \$364 per month beginning January 1.

"It is important to realize that the increases in taxes have been necessary to finance the improved benefits that are scheduled. Your Social Security taxes are not paid into a big trust fund," Art explains. "Social Security is essentially on a pay-as-you-go basis with the amount you and GE pay today generally used to provide benefits for today's Social Security recipients."



## In Other GE Divisions . . .

The past year or so has been pretty tough on Americans in most major industries due to the recession and galloping inflation. But indications are that ISBD may have fared better, to date, than most.

Here is a report from GE headquarters in Fairfield, Connecticut, which describes a few of the problems some of our other divisions have been suffering lately:

- **PORTSMOUTH AND SYRACUSE** — Despite predictions for an increase in September and October sales of TV sets, sales to dealers have remained 20% below last year. This has resulted in reduced production schedules for all TV manufacturers including GE. In Syracuse, where tubes are built for many TV manufacturers in the U.S., it not only has meant some layoffs but they recently had a three-day shutdown

### Paper Presented on MPM

Florida Power and General Electric (Chuck Siebold) presented a paper on MPM (Multi-Project Management) to the Project Management Institute in San Francisco the week of October 20, 1975. The paper was well received and much interest was expressed.

Branch and Zone Managers have been sent lists of prospects for MPM generated as a result of the excellent work done by Florida Power, the NSS author of MPM, and Chuck.

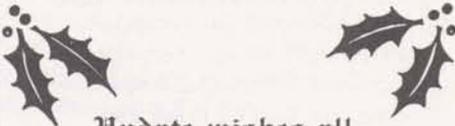
Any questions regarding MPM or assistance required can be directed either to:

Rick Van Camp, Florida Power Corp. (8\*813-866-5161) or Marianne M. Millett, Product Programs Manager (8\*273-4123) or Brian Garnichaud, Product Programs Manager (8\*273-4659).

along with Thanksgiving, in addition to a year-end shutdown which was announced in July.

- **DEKALB** — Even though many GE employees are still on lack of work because of the depressed housing and construction industry, those that are still on the job are making sure that when customers do come back, they will come to GE. Quality programs are in high gear. Appliance Motor Product Department employees call their program "GE Pride." It involves posting customer complaints so employees know where to concentrate more effort.
- **MILWAUKEE** — Lower hospital occupancy rates, a slowdown of hospital construction and an increasing interest among radiologists in computerized tomography instead of conventional x-ray equipment are posing problems for GE's Medical Systems Division. As a long cycle business they are just now beginning to feel the impact. It has added up to a smaller orders backlog as the business enters 1976.
- **ALMOST EVERYWHERE GE** — The domino effect of the slumping housing and construction industries continues to affect GE business throughout the U.S. GE first felt it in its central heating and air conditioning, room air conditioning and replacements sales businesses. Then the declining orders rate and layoffs spread to major appliance businesses such as refrigerators, home laundry products, dish and clothes washers and disposals. Now it's continuing to affect order rates for many GE small motor businesses — speciality, hermetic, appliance, general purpose and others. Where's all this happening? Louisville, Columbia, Tyler, Trenton, Fort Wayne,

Holland, Jonesboro, Tiffin, Hendersonville, Bloomington, Chicago, Dekalb, etc.

  
Update wishes all  
Information Services employees  
and their families a most  
joyous holiday season  
and a bountiful measure of  
happiness throughout 1976.

## Petroleum Applications Guide

A new customer-oriented manual called *Application Programs for the Petroleum Industry* will be ready for distribution by January 1, 1976, according to Ken MacDonald, Manager, Major Accounts — Petroleum.

The manual includes 192 programs available on MARK III Service suitable for use by petroleum companies.

Programs are categorized by the following functional areas: Business Management, Financial and Economic, Marketing, Exploration and Production, and Refining and Petro Chemical.

In addition to ISBD library programs, the manual contains the programs of 27 NSS authors including two major petroleum companies.

A supplement to the manual for internal ISBD use will be distributed to those branches with petroleum accounts. It will describe the source and availability of each of the programs.

GENERAL  ELECTRIC