



## PLOT\*\*\*, ISBD's New Business Graphics Utility, Promises to be Hottest On Market

The October 13 issue of Update gave readers a preview glimpse of ISBD's brand new business graphics utility, PLOT\*\*\*. We're now happy to announce that field tests are complete and the new GE proprietary product goes commercial this month.

PLOT\*\*\* was created through the efforts of Ted Truex, Product Planner in Technology, who designed the specifications; and Jim Wylie, Senior Systems Specialist, Technology, who did the actual programming.

There are some other plotting services on the market, but indications are that PLOT\*\*\* is far superior to anything else currently available. For one thing, according to Tom Joehl, Program and Integration Control Manager in Marketing, plot samples run on MARK III Service and on the service of a leading competitor showed PLOT\*\*\* costs at only 27% of competitive costs.

Another major example of PLOT\*\*\* superiority is its extreme ease of use compared with any competitive service with which we are familiar. Dr. Joe Schmid, Manufacturing Systems Manager, Technology, showed Update samples of input necessary to run the same plot on MARK III Service and a major competitor. PLOT\*\*\* input amounted to less than a third of that required for the competitive service, and involved far simpler, straightforward English.

Along the same line, Joe said, while the competitive service requires that operators input the names of every month

desired for the plot, PLOT\*\*\* prints this information out automatically. All the operator has to do is input the frequency (yearly, monthly, quarterly, fiscal week or index for non-date plotting) and the desired increment such as every month, every other month, etc.

Since PLOT\*\*\* appears to be both less expensive and easier to use than anything similar currently available, to our knowledge, ISBD marketing people are excited about its immediate and long-range revenue possibilities. Potential customers have already been identified who are currently using competitive plotting services, but who have already expressed a desire to switch to PLOT\*\*\* as soon as possible.

Fourteen ISBD customers cooperated in PLOT\*\*\* field tests, and upon completion, nine of them provided answers to a questionnaire distributed to them by Calvin Andrews, MAP Trainee in Marketing. In response to the question: "Is the graphical output worth the cost?" eight replied, simply, "yes." The ninth replied: "Unknown as of this time."

To the question: "Will you continue to use Business Graphics after the field test?" all but one replied: "Yes," and the remaining respondent replied: "Sure." Not all field test customers were able to answer the question: "If you use a competitive service, how does PLOT\*\*\* compare?" because they were not previously using any plotting service. However, here are the answers we did get: "Very favorably. . .easier to use than most;" "Good. . .needs to

be interfaced with more packages (DMS, STATSYSY);" "Well; GE cheaper and faster."

These users made quite a number of suggestions for improving PLOT\*\*\* too, and these suggestions are being given careful consideration at this time.

Joe Schmid asked Update to point out that in addition to the capabilities of PLOT\*\*\* cited in the October 13 Update, two additional commands will be available in the first release: users will be able to specify PAGE SIZE and PLOT SIZE which accommodates any standard continuous form paper size used by printing terminals (since the Zeta Plotter\* uses only one size of perforated paper, this capability is not available for this terminal).

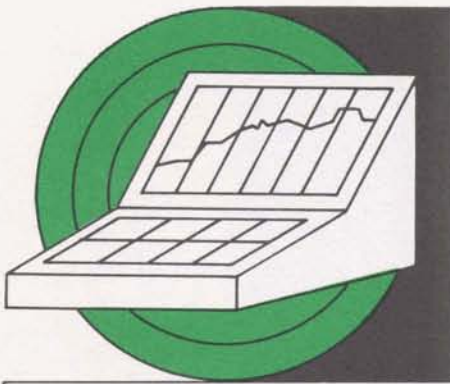
Joe pointed out that if the plot size specified is larger than the page size, an error message will print out. If no page/plot size is specified, PLOT\*\*\* will default to 8½ by 11 inches.

Contrary to our report in the October 13 Update, pages will not be titled.

Also, although the Zeta Plotter produces excellent solid line graphs, it moves so fast that it is difficult to identify the difference between dotted and dashed lines. Therefore these types of lines will not be available. However, and perhaps even better, users may designate up to five different upper case symbols which will print out frequently

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GENERAL  ELECTRIC



## PLOT *Continued from page 1*

along an equal number of Zeta Plotter solid lines to identify up to five separate measurements.

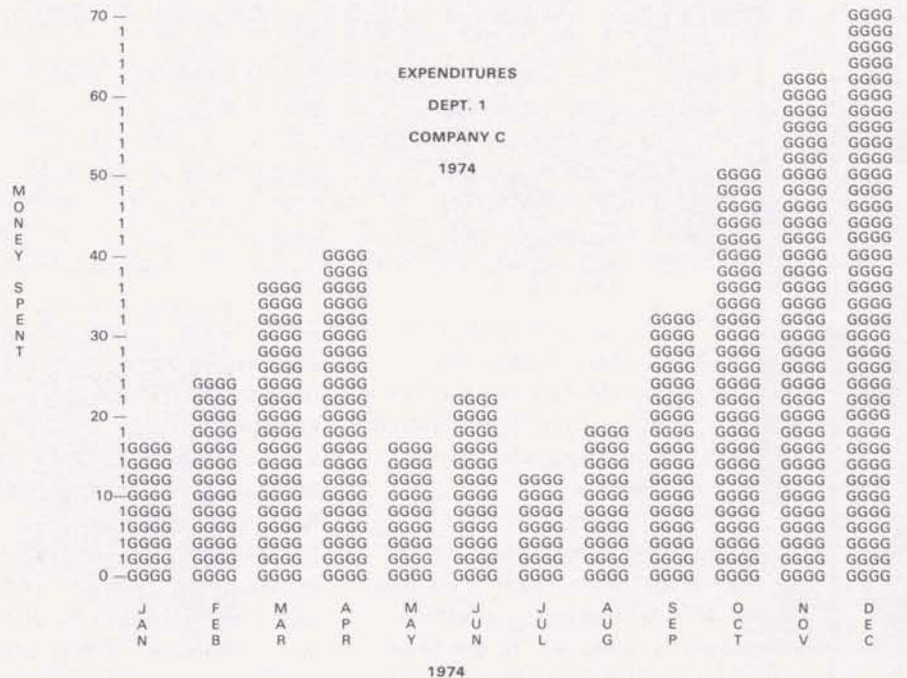
Release II is currently scheduled for April; and no date has yet been set for Release III. Keep an eye on Update for additional developments with regard to PLOT\*\*\*. If you have any questions on this new utility, Update suggests you call Floyd DeAndrade, Senior Specialist in Marketing (who is responsible for the PLOT\*\*\* Market Plan), at 8\*273-4718.

\*Zeta Plotter is a Registered Trademark of Zeta Research Inc.

```

10 TERM=TTY
20 TYPE=BAR
30 ORDER=D
40 POINTS=12
50 BARALL=G
60 VER=MONEY SPENT
70 DATE=MONTHLY(1974)
80 CHART=EXPENDITURES;
  DEPT. 1 :COMPANY C;1974
90 16.50
100 24.98
110 35.75
120 40.00
130 15.23
140 21.76
150 12.19
160 17.95
170 31.00
180 50.05
190 61.25
200 70.00
  
```

Here is the input which was required to produce the TermiNet-produced bar graph above—less than a third the amount required for the same graph on a major competitive service.



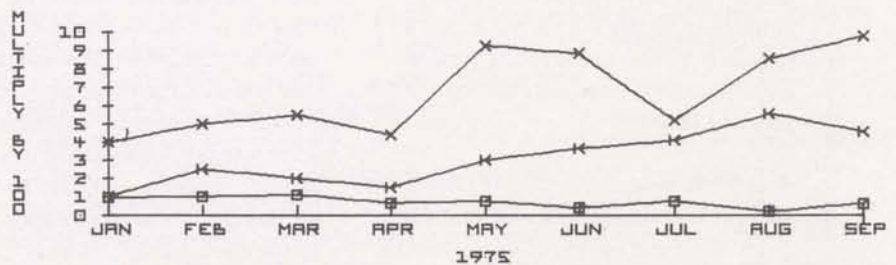
The plot above, reduced to 70% to fit in the space, was produced on a TermiNet® 1200. This bar graph only required about two minutes to print, and cost the user only about \$2.00.

12/19/75

## COMPANY C

annual report

X ■ EASTERN AREA SALES  
 K ■ WESTERN AREA SALES  
 □ ■ SOUTHERN AREA SALES



This plot, reduced 50%, is a typical Zeta Plotter line graph. Note the symbols placed along the lines to identify the meaning of each line.



## GE, Utah International Begin Talks on Merger

The Boards of Directors of General Electric and Utah International, Inc., a large mining firm, have authorized negotiation of a merger agreement.

It is intended that GE's proposed acquisition of Utah International would take place through a tax-free exchange of 1.3 shares of GE common stock for every share of Utah common stock. GE has about 183.3 million shares outstanding, and Utah about 31.5 million. Under those terms, the merger would be one of the biggest in American business history.

Commenting on General Electric's proposed acquisition, Reginald H. Jones, GE's chairman of the board, stated, "The proposed merger provides General Electric an important opportunity in the natural resources industry on an international scale. It will enable General Electric to play an even more

significant role in the development and growth of the world economy. It will supplement and enhance our growing international business.

"It will enable us to apply our scientific technological skills to the growing problems of ever-increasing demands on finite and limited supplies of natural resources. And it will provide us with a probable hedge in a world afflicted with persistent and pervasive inflation." Commenting further, Jones stated, "Although natural resources development will be an entirely new business for General Electric, we feel confident that through our support of Utah's superior management team, we will make a contribution to the industry's growth."

Edmund W. Littlefield, chairman of the board of Utah International, saw good things ahead for his company as a result of the merger. "Utah has a proud and enviable record and although we have full confidence in our ability to grow independently in the future, the merger with General Electric presents a new and unequalled opportunity for us.

"General Electric's worldwide experience will augment our own and will allow us to continue to participate successfully in the increasingly more complex and higher cost natural resources industry throughout the world. Access to General Electric's sophisticated research and development capabilities and other resources will enable the company to take advantage of more and greater opportunities in the mining field. As a result, we expect to be able to provide more of the minerals so vital to the economic health of the United States and the other countries of the

world. For both Utah and General Electric shareowners and their employees, we believe this merger represents an unusual occasion for enlarged prospects with a greater degree of diversity."

The merger is subject to the negotiation of an agreement that is satisfactory to both companies and to approval by the Board of Directors and shareowners of both firms. Also, the merger will be subject to governmental clearances.

## A Correction . . .

In the December 22 issue of Update, a story on page five about new sales brochures gave the publication number of a soon-to-be-released Custom Applications Operation brochure as 6200.02. That number should be 6300.02. The CAO brochure is now published and stocked in our warehouse. It may be ordered by way of the On-Line Ordering System (OLOS).

## S&SP Prices - Nov.

Month	Stock Price	Fund Unit Price
November	\$48.336	\$25.991
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

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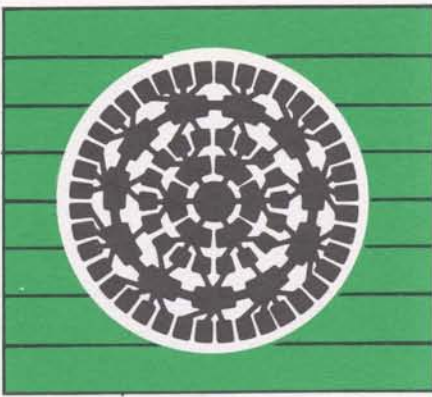
```

10 TERM=ZETA
20 TYPE=LINE WITH POINTS
30 KEY TITLE=EASTERN AREA SALES:
  WESTERN AREA SALES;SOUTHERN
  AREA SALES
40 SUB="ANNUAL REPORT
50 SYM 1=O
60 SYM 2=K
70 SYM 3=X
80 CHART=COMPANY C
90 DATE=MONTHLY(1975)
100 ORDER=D;D;D
110 POINTS=3
120 96 100 400, 100 250 500, 110 200 550
130 66 150 444, 78 300 929, 43 365 888
140 76 411 524, 22 555 858, 61 456 975
  
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READY
/plot***
  
```

*Input required for the Zeta plot (left). Plotting time was about three minutes; the cost about \$3.00.*



## New and Revised Documentation

Here are some good books with which to start the year:

- A completely rewritten 250-page *FAL II* user's guide (5103.15C) that explains how to use FAL for budgeting, currency translation, cash flow, financial consolidation, and financial forecasting, as well as by command and option. Dictionary. Indexed.
- A completely revised 450-page *Statsystem* (5707.01C) user's guide that covers all commands and modules, incorporates previous supplements, and adds large sections on learning how to use Statsystem by example. Indexed.
- The *Command System* reference manual (3501.01K), newly revised, and republished in Revision K. Contains numerous corrections, updates, and changes, and adds an index.
- Reprinted *TIP* user's guide (3915.04A) with minor changes. *Please note:* Changes involve some rewordings requested by Legal Operation; old stocks should be destroyed, and only the new printing should be used. This printing is identified as December 1975 on the title page, and as 3915.04A(1M)7552 on the back cover.
- *Administrative User* (3502.01A) user's guide, also reprinted with small changes.
- Plastic pocket guides, available via OLOS, for *FAL II* (5103.24), *Currency Exchange Database* (5103.25), *DMS* (5610.07), and *Statistical Analysis* (5707.05).
- Revised *NSS Software Index* (5001.02D) and a new *Index of Programs for the Petrochemical Industry* (5001.04).
- The *Course Quarterly* (4000.01B), featuring the new International Training Center and what it means to customers. Also: Listings of over 20 courses, 500 classes for the first quarter. Mailed December 29 to about 35,000 persons on the *Leader* mailing list.
- New training literature: The *Introduction to Information Services* course has been completely revised, with 35mm slides instead of viewgraphs, and new instructor's and student's guides. We have effected major revisions of instructor's guides, student guides, and viewgraphs: *Editing Commands*, *System Commands*, *Administrative User*, *Fundamentals of FORTRAN IV*. More coming in early January. If you instruct, check OLOS to make sure you have latest version.

## The Press Gives ISBD/HCA Teamwork Excellent Publicity

Information Services has been in the process of developing and implementing a wide range of programs, for about two two years now, into the nearly 70 hospitals owned or managed by the Hospital Corporation of America, the world's largest proprietary hospital chain. The programs, run on the MARK III system, are unique in many ways, and have already contributed significantly to more efficient operations for HCA. In recent months, publications have given considerable attention to the HCA/ISBD project, informing large segments of the business world of its success. The November 24 issue of *Business Week*, for example, in a major feature article, said: "Using specialists

from headquarters, HCA replaced the hospital's giant IBM 370 computer with its own GE Medinet system and decreased the average daily computer cost per patient from \$12 to \$2.25. It eliminated 70 employees and cut receivables to an average 60 days."

The August 26 issue of *The Wall Street Journal* read: "General Electric Co.'s Information Services division announced it received a contract from Hospital Corporation of America to handle data processing services for all its hospitals. Terms weren't disclosed.

"Under the agreement, GE will handle all financial accounting and corporate

management information for 67 hospitals on its MARK III remote computing service. GE said it has been working with Hospital Corp. for nearly two years to develop a means of handling the data."

*EDP Daily* printed a feature story on the project in its August 29 issue which said, in part: "A program to handle all financial accounting and corporate management reporting for hospitals operated by the Hospital Corp. of America (HCA) has been jointly developed by the HCA and General Electric Information Services.

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