

UPDATE

February 6, 1981
Rockville, Maryland 305.125

DORAL: NEW DEAL IN THE CARDS FOR GEISCO



Informal exchanges were an important part of the Doral meeting. Here, Hud Huddleston (L), Phoenix, and Len Bullock (R), Los Angeles, share their thoughts with GEISCO president Greg Liemandt.

Some 200 field and headquarters support managers gathered at Doral-on-the-Ocean in Miami Beach recently to learn, to meet people, and to hear first-hand GEISCO's 1981 product plans and other future plans and strategies.

The theme of the meeting, which took place January 14-17, was the "New Deal", and it was designed to "provide field people with serious, well-thought out presentations, to give them honest information about what's available to sell near-term, and to show them that headquarters is really ready to serve their needs", according to Mike Emmi, Vice President and General Manager, National Sales Department.

On the first day of the meeting, GEISCO's president Greg Liemandt, outlined the challenges facing GEISCO: "If I had to pick the most significant challenge of the future for GEISCO" he told attendees, "it would be for this business to be comfortable with constant change". He continued, "the information services business is one of the fastest moving there is—and the players who win in this game are the ones who are light on their feet and can cope with change . . . the challenge of the future is clear: we must become

as expert at providing value added solutions as we are at providing raw power".

Several of the presentations at the meeting dealt with such value added solutions as GEFILE, our commercial

version of Crossfile, MIMS, MARK III[®] DDP, and Mark 3000SM Service. Also covered was, as Liemandt put it "the biggest winner of them all—Mark III Service".

However, Liemandt didn't hesitate to add that "We will no longer depend on one delivery vehicle . . . for 90% of our action. Not only will we expand with new products, we will also enhance and instill greater value in our current products. Our service line will be expanded to appeal to a greater segment of a larger market. Our current products will be value added to retain and excite our present customers. Our pricing practices will become more aggressive and more responsive . . . we will accomplish two very critical objectives—broaden the customer base and expand our served market."

Mike Emmi closed the meeting with some words on what it will take to live up to these expectations—"re-establish within General Electric Information

Continued on page 4

JONES REPORTS ON 1980

GE SOURCE OF STRENGTH: DIVERSITY

In reporting on General Electric's preliminary and unaudited results of 1980 on January 22, Reginald H. Jones, GE's Chairman, pointed out that "This good performance in 1980, despite a generally adverse economic climate, is the result of the great diversity of GE's businesses, a source of strength in good times and bad, and the ability of our managers to anticipate and prepare for the downturn. Each Sector of the Company had higher revenues and earnings in 1980 than in 1979.

Mr. Jones said that the preliminary and unaudited results indicate that sales for the year were about \$24.96 billion, up from \$22.46 billion for 1979. Net earnings for 1980 were approximately \$1.514 billion, an increase over the \$1.409 billion reported for 1979.

Sales for the 1980 fourth quarter

were about \$6.92 billion, up from the \$6.13 billion for the same quarter of 1979. Earnings for the fourth quarter of 1980 were about \$411 million. This was an increase from the \$383 million for the last quarter of 1979.

Mr. Jones stated that these "positive results were not made at the expense of investments in the future. Our capital expenditures in 1980 were about \$1.93 billion, some 53% greater than our previous high of \$1.26 billion only last year.

"Research and development efforts also continued at high levels in 1980. Total R & D expenditures were about \$1.6 billion compared with \$1.4 billion in 1979, with Company-funded expenditures up 19%."

Mr. Jones stated that "Preliminary

Continued on page 4

CA STEPS UP COMMUNICATION EFFORTS AT YEAR-END

Two meetings of Custom Applications people from both U.S. and International offices were held in Rockville toward the end of 1980.

The International CA interchange, coordinated by John Roeder and held at the end of October, was designed to give CA representatives from many countries the opportunity to meet and share information. A meeting of new U.S. CA managers, in mid-December,

was held to acquaint them with both each other and their responsibilities under the new U.S. CA organizational structure. Christine Morgan organized that session.

The reports printed here were filed with *Update* by Malcolm Davies, Technical Services Manager for the European Marketing and Services Department, and by Christine Morgan, Planning Specialist. □

16 Nations Represented At International Interchange

At the end of October, the Training Center saw a gathering of thirty five CA managers taking a small break from programming. For the first time, CA managers representing sixteen countries met to discuss their common problems.

Demonstrating that CA is now a cornerstone of our worldwide business, the International CA Interchange provided a meeting place for managers from Sydney to Helsinki to air their views and put faces to people who had previously been crossfile addresses.

The presentations and informal discussions (for which the common language chosen was English and not F77) on topics ranging from "Selling CA" through "Project Control" to "Software Design" showed the similarity of projects and problems worldwide.

Nearly every country in the MARK III® Service world now has a substantial and well-founded CA group able to undertake work for both our local and international customers—all part of the worldwide MARK III Service. Styles are different, however, and, despite a very successful interchange recently between London and San Francisco, the day of the plug com-

patible programmer has not yet arrived.

After two full days, the attendees departed, unanimous in their agreement on the usefulness of the interchange session, and demanding the date of the next meeting, tentatively scheduled for October of this year. □

By Malcolm Davies

New CA Branch Managers Meet In Rockville

An orientation was held December 15-16, 1980, to give new U.S. Custom Applications Branch Managers an opportunity to meet and participate in a program covering a wide range of topics related to their new responsibilities. Ned Heinbach, Manager of Custom Applications, discussed with attendees the rationale behind recent structure changes. According to Ned, the changes were designed to accommodate CA's continued anticipated growth and strengthen the group's organizational alignment with Sales through the creation of CA Districts and Branches. He added that the new structure also allows for the flow of functional expertise from centralized locations to CA Field offices when such specialties are required in individual regions.

Reports were given on CA Trends

by Larry Snively, Manager of CA Financial Administration, and on the CA Cost Estimating Task Force by Ron Smith, Manager of CA Project Support. Phil Snyder, Sr. Applications Specialist, described recent enhancements to the CA Management Information System. While specific CA subjects started off the orientation, the agenda was complemented by other GEISCO managers emphasizing many of their interfaces with CA. These managers made time in their busy schedules to give presentations and answer questions about their interaction with Custom Applications.

New Custom Applications Branch managers attending the orientation were:

Bob Binkert	CA Dallas
John Boehlke	CA Western Region MARK 3000 Systems
Joe Burbine	CA Northern Region Systems Development
Steve Carlson	CA San Francisco
Ralph Choppy	CA Northern Region Manufacturing Systems
Dan Darnell	CA Industry Applications and Support MARK 3000 Applications Development
Susan Eng	CA Eastern Region Application Systems
Rudy Gawron	CA Philadelphia
Larry Greene	CA Southern Region GTF-TFAS Support
Tom Jared	CA Central Region MIMS
Lun Kwan	CA Western Region Systems Development
Karl McGuire	CA Western Region Banking/Finance Systems
Karen McNeal	CA Central Region Custom Manufacturing
Karen Peters	CA Central Region Order Service
Doug Risdon	CA Denver
Bob Sedgwick	CA Schenectady
Ellen Sutliff	CA Southern Region Systems Development

Two Custom Applications District Managers, Harty Ausel of Great Lakes District and Art Goetz of Atlanta District, were also in attendance. Wayne Mueller, Manager of Southern Region GTF-MARK Support Branch, was not able to attend. □

By Christine Morgan

Two new application guides head the list of 47 new and revised publications to help you start the new year.

The **TABOL III Inflation Accounting** application guide (5112.28) shows how TABOL can be used to prepare financial reports required by the new Financial Accounting Standards Board Statement Number 33 (FASB33).

The **DMS Personnel and Compliance Reporting** application guide (5610.74) demonstrates implementation of a practical computerized personnel and compliance reporting system. It is designed to respond to requirements of a human resource management information data base, with emphasis on government reporting capabilities.

TABOL and DMS documentation was also supplemented, the former by a supplement to the **TABOL III** reference manual (5112.01-2) which describes extensions implemented since the commercial release of TABOL III. A supplement to the **DMS** user's guide (5610.47-2), describes enhancements to the latest version of DMS3, such as the DMS/F77 interface and the function of DMFORM***, a reformatting program for the DMS source language.

Other Foreground applications documented include GEFILE, ASTRAL, Statsystem II, and International Command.

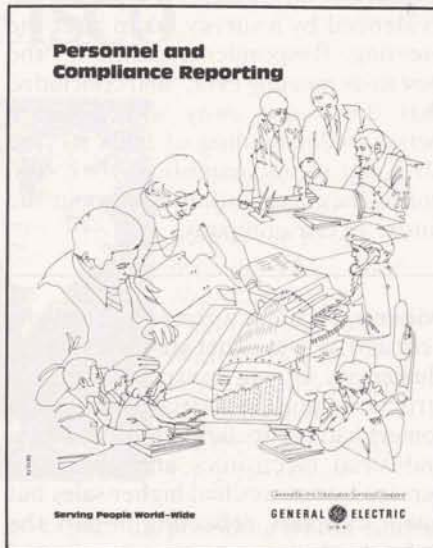
The **GEFILE System** is documented via a GEFILE System advance release of the user's guide (3410.01) a four page summary of GEFILE Basic Commands (3410.02), sales brochure (3410.03), four-page GEFILE System pocket summary (3410.04), GEFILE wallet card (3410.05), and an internal GEFILE sales information summary (3410.06). Now in limited field test, GEFILE is aimed at secretaries, administrators, and others involved in sending and receiving messages.

The revised **ASTRA II Driver** user's guide (5602.49B) describes use of Foreground Service for input to Honeywell's resource allocation and management system. It has been revised to simplify the question-and-answer session for creating the JCL. The revision also includes instruction on the use of graphics capability and graphics hardware, use of standard response files, and use of the new on-line demonstration file.

The **Statsystem II** pocket-sized syntax summary (5707.14B) was revised as

DOCUMENTATION

NEARLY 50 NEW AND REVISED DOCUMENTS TO START THE YEAR



of December, 1980 to reflect changes in STATII*** software. The pocket-sized booklet is now more current than the Statsystem II user's guide (5707.12), which was last revised in 1977. Revised contents and differences between the two publications are marked by bars in the margins of the pocket summary.

International Command is documented in an advance release reference manual (5115.01) and advance release user's guide (5112.02). International Command, obtained by GEISCO from Citicorp, is in limited field test. International Command is a generalized interactive system to meet financial planning and reporting needs of multinational corporations and operates with multiple currencies using any required accounting conventions.

Also for Foreground users, a new **FORTRAN 77** documentation supplement (3106.20) contains information on new features that were implemented in the F77 compiler in 1980. This supplement also has information on enhancements and corrections to **FORTRAN 77** reference manual (3106.01C), **F77 Systems Routines** (3107.01C), and the **F77 Loading and Overlaying** manual (3106.03B)

The **Texas Instruments Omni 800 Model 820** terminal operations card (1102.01) was published, as was a supplement to the MARK III Service user's guide which provides information on **Terminet™ Terminals with 9610 Communications Controllers** (1106.63A-1).

New documentation for MARK 3000 Service users includes a user's guide supplement, new Project/2 publications, a revised General Ledger manual, and booklets describing plotting sub-routines.

The **MARK 3000 Service** user's guide supplement (2051.07B-1) describes two new commands, a library procedure, and several system enhancements. The TSO commands RTC (Remote Terminal Control) and TEST are documented here, as is the PURGEM procedure, which allows High-Speed Service users operator-like control over their high-speed devices from low-speed TSO terminals. Enhancements noted here include information on the SHOW command, use of the DDP MARK-LINK™ terminal, new graphics software packages, and more.

Using Project/2® on MARK 3000 Service (7014.06) documents use of this software for integrated project scheduling and cost control. Directed to new users of this package, the booklet provides the fundamentals of PROJECT/2 job set-up, scheduling, processing, and output retrieval, and supplements licensed documentation. A sales information summary for **Project/2** (7014.04A) was also published.

Access guides for four MARK 3000 Service plotting software packages were written. These are **Nicolet ZETA® 4.7 and 5.3** (5111.11), **TEKTRONIX® 4010 and 4662** (5111.12), **Hewlett-Packard 7221A** (5111.13), and **Houston Instrument Complot** (5111.15) Plotting Subroutines.

The **MARK III DDP File Transfer Utility** user's guide (1300.59) describes how MARK III DDP users can use the new File Transfer Utility (FTU) to queue and execute file transfers from a MARKLINK terminal to Foreground and vice versa. There are sections on administrative functions and error processing, as well as an FTU primer.

Also ready for early 1981 use are new training course materials (instructor's guide/student guide/viewgraphs). **TABOL III Reporting Techniques** (5112.31/32/33), revised **Fundamentals**

Continued on page 4

