

UPDATE

News and Information for GE Information Services Employees

September 5, 1984

ICSO's general manager outlines plans for future growth

ICSO entered the GEISCO acronym gallery in the spring, just as employees were getting acclimated to CACHA (Calwestern Automated Clearing House Association) and NACHA (National Automated Clearing House Association). CACHA and NACHA signaled new directions for the business, as did ICSO, though it was an important new component of the business rather than an important new customer.

ICSO stands for Integrated Communication Services Operation. When General Manager Rex Flint pronounces the name of his organization, he leans heavily on the third word—services.

Not a manufacturer

"We are a service business—we manufacture no products," Flint stresses. "Much of our business exists because customers want an alternative to the costly and complex service supplied by the firm

that manufactured the equipment. Or they want a firm—us—that will service several brands of equipment in a single installation." Flint explains that ICSO's business falls into these four categories:

- PBX installation and service. (PBX is a term that originally referred to Private Branch Exchanges, or telephone switchboards, and now refers to sophisticated, computer-based voice and data systems that are the heart of integrated office systems.) "PBXs are key components in integrated office systems, linking telephones, computers, word processors and more. This is an important business for us that we're building internally rather than buying." Two "showcase, state-of-the-art" installations ICSO uses as examples of its capability in this area are at GE complexes in Louisville, Ky., and Lynn, Mass.

- Installation and on-site service

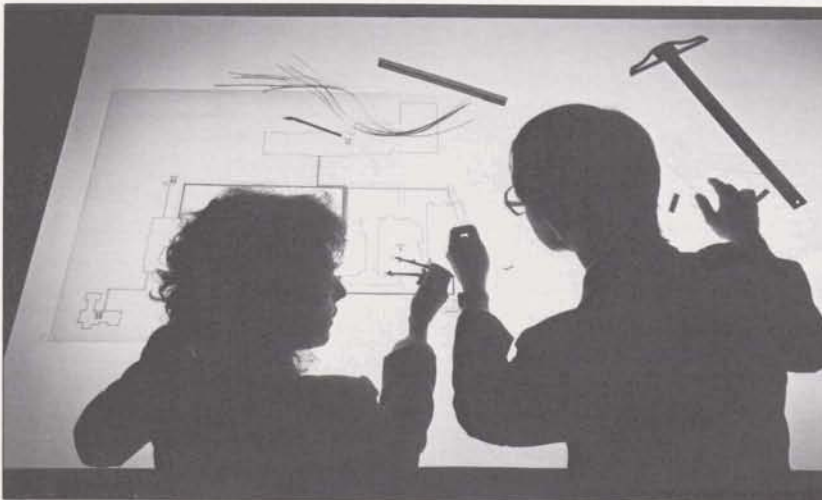


Rex Flint: "We have a dedication to the business and a much broader range of integrated services than any of our individual competitors."

of data communication and computer systems. "We service Digital Equipment and Data General mini-computers in addition to an assortment of data communication equipment. This is a high growth, solidly profitable area of our business."

- Rental and leasing of data communication equipment, personal computers, and test and measurement equipment. "This segment is profitable, growing

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Each major ICSO installation calls for a customized design.

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ISCO

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rapidly and very often leads to good follow-on service business."

- Service and calibration of test instruments. "This is one of our original businesses, currently experiencing modest growth."

Combined, these segments are a \$150 million business, headquartered in Atlanta, that employs almost 1200 people at 66 sales and service locations in the United States.

Flint says ICSO currently ranks number three nationally in providing third party service (service provided by other than the manufacturer) for PBXs, computers and data communication equipment. TRW currently has the largest market share, followed by Sorbus, with ICSO ahead of other firms such as RCA and Control Data. Other competitors include the original manufacturers of the equipment, and in some cases, AT&T and regional telephone companies.

Broad range of services

"This is a people-based business where we have no cost advantage or disadvantage," Flint admits. "But we do have a dedication to the business and a much broader range of integrated services than any of our individual competitors. That's enabling us to win business today against bigger competitors like IBM and Sorbus. That's fun. We plan to continue doing it."

ICSO monitors its business not only by the traditional financial measures but by quarterly surveys of its customers conducted by a polling firm. To date, the majority of respondents have rated the service they receive as either excellent or good. To keep things that way, Flint plans to use results from future independent surveys as one measure of his 11 territory managers.

For future growth, ICSO looks to a continued rise in demand for



An ICSO technician with a newly-installed system.

personal computer and office systems service, as well as a new venture called "tenant services."

"Tenant services is a brand new business resulting from telephone deregulation," he explains. "The concept is to supply and operate the communication system for

new high-rise or campus buildings. This could include long distance telephone service, personal computers, teleconferencing, and more. Tenants would pay us based on what they use. This is an exciting area and major opportunity for us."

GEISCO/ICSO synergy

Integrated Communication Services Operation General Manager Rex Flint sees "tremendous opportunities" for cooperation between ICSO and GEISCO that will benefit both organizations. As the integration of the two organizations proceeds, here are some of the areas of cooperation Flint says are being considered:

- Account cross-selling with members of each organization's sales force identifying opportunities for the other.

- Hardware installation and service, both for GEISCO and its clients.

- Shared development of PBX interfaces to Enhanced Network Services and Local Area Networks.

- Shared development of personal computer software interfaces.

- Distribution of GEISCO Enhanced Network Services at Tenant Services installations.

- Installation and service of GEISCO's internal PBX system.

QUIK-COMM™ an Olympic winner for European journalists

More than 50 European journalists from seven countries used the QUIK-COMM™ System to file reports and features on the Games of the XXIII Olympiad in Los Angeles.

The reporters represented radio stations, newspapers, magazines, and news bureaus in Denmark, France, Germany, Italy, the Netherlands, Norway, Sweden, and the United Kingdom. The QUIK-COMM System allowed the reporters to file stories in their own languages, without having to translate into English.

GE Information Services' Katie Vogelheim, sales development manager, had the overall responsibility for the successful project. Barbara Shafer, technical representative, coordinated the activities in Los Angeles with GEISCO international offices.

"The Norwegian journalists came over here fully intending to use their own communication, but there was some problem with interfacing between our West Coast telephone system and their network in Norway," Shafer says. "We grabbed the opportunity to get them on the QUIK-COMM System at the last minute and made some new friends."

By using QUIK-COMM, the international correspondents had 24-hour-a-day service, the capa-

bility of near instantaneous delivery of their stories to their home offices, and the reliability of error-free messages. The ability of QUIK-COMM to accept messages in nine languages was also a plus for the European journalists writing for European audiences.

"They loved QUIK-COMM," Shafer says, "and I'm sure they'll be talking about the system when they get back home. There are an awful lot of foreign correspondents who have permanent offices in Los Angeles, so there's a good chance for some business to come out of this project."

The reporters used a variety of equipment including personal computers and portable terminals to write stories, then sent them over QUIK-COMM and the GEISCO worldwide network to their home offices in Europe. Many re-



porters brought their own portable terminals. For those without their own equipment, GE Information Services made available Execuport 4120 portable terminals and IBM Personal Computers.

GE Information Services also opened its Los Angeles office to the journalists so that they could use the equipment there. A toll-free 24-hour "hot line" was available for support. GE Information Services provided training in the use of QUIK-COMM before the reporters left their home countries and in Los Angeles.

"I'm proud of my company and I'm proud of my city," Shafer says, "and I did my best to show them our best. I think we made some friends."

Using QUIK-COMM, they could file copy in real time or at a later hour, from the Press Center, a local office, hotel, or any other location with a telephone. Modems and acoustic couplers allowed the reporters to connect their devices to telephone lines; a single call connected them to the GE Information Services network over which their messages were delivered.

The QUIK-COMM System is available directly in the U.S., Canada, Puerto Rico, Mexico, Saudi Arabia, and ten European countries. Elsewhere, QUIK-COMM is available through the local public data networks. The QUIK-COMM System allows near instantaneous transmission and delivery of messages across 23 time zones.

Milestones

Congratulations to the following employees who celebrated service anniversaries recently.

20 years

Holden Paulhamus *Brook Park*
Patrick Mauboules *Albany*
David Paton *Rockville*

10 years

James Armstrong *Schenectady*
Wilfred Desbiens *Schenectady*
Margaret Reed *Rockville*

Robert Stolzenburg *Rockville*
David Slone *Albany*
Sobhi Selim *Schenectady*
Sandra Wilson *Albany*
James O'Connell *Rockville*
Edward Sproat *Schenectady*

5 years

S. V. Raman *Rockville*
Sharon Vanhuss *Denver*
Gladys Appel *Rockville*
Michelle Benvenga *Rockville*
Jeffrey Karpeles *Rockville*
Joseph Squarzini *Rockville*
Theodore Carmody *Schenectady*

John Taylor *Rockville*
William Clem *Rockville*
Henry Brooks *Rockville*
Patrick Kennedy *Rockville*
Robert Brooks *Rockville*
Niranjan Khadadkar *Oak Brook*
Philip Lelle *Rockville*
Nancy Liptah *Rockville*
Robert Sedgwick *Albany*
Cynthia Wilson *Rockville*
Larry Lawson *Rockville*
Keenan Keen *Rockville*
Norman Steele *Rockville*

Seeing is believing for growing stream of client visitors

Rockville may not have fancy tourist attractions like its neighbor Washington, D.C., but to many GE Information Services employees across the nation, Rockville is a mecca for clients and potential clients.

The word from headquarters is "bring us your pilgrims." The response, says Elaine Tobin, meeting coordinator, headquarters communications, has been considerable.

During 1983, 55 major client visits were arranged. In the first six months of 1984, 47 clients visited

headquarters and many more major client visits are booked.

Recent companies sending executives to headquarters include: Travelers Insurance, Federal National Mortgage Association, Morgan Guaranty Trust Company of New York, Arthur Andersen & Company, and Kodak.

In August, client visits included Electrolux, Hertz Corporation, Gannett Publishing and the Hanes Group.

Tobin explains there is a growing awareness that when clients visit headquarters they get first-

class attention, and an exposure that can result in closings.

Ray Marshall, senior vice president, Technology Operations, plays an important role in meeting with visitors and is a strong supporter of the concept.

"It is a key opportunity to convey our capability in high technology," he says. "At the same time, we can broaden our horizons for future product development."

It's clear that client visits are important to GE Information Serv-

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WORTH NOTING

QUIK-COMM™ Service, competitors highlighted in Newsweek

The August 20 issue of *Newsweek* may have had five Olympic gold medal winners on the cover, but it had a GE Information Services winner—QUIK-COMM on page 64.

The QUIK-COMM coverage was part of a *Newsweek* feature about electronic mail systems headlined "Zapping the Mailman." After noting that the electronic mail field is expected to grow from 50 million messages a year now to more than a billion by the end of the decade, the magazine noted that "companies as diverse as ITT, General Electric, and GTE are being joined by MCI and Federal Express" in the electronic mail marketplace.

"General Electric Information Services," *Newsweek* said, "has announced plans to invest \$200 million this year to expand its global network, including improvements to QUIK-COMM, its electronic mail service. The service is now used by more than 500 major companies . . ."

Other electronic mail services profiled in the article included

Zap Mail facsimile service by Federal Express, Western Union's Easy Link, MCI Mail, and the Postal Service's ECOM.

Ruann Pengov, manager of GEISCO's Office Communication Operation was interviewed for the article. "We're excited about the name recognition for QUIK-COMM the *Newsweek* coverage will generate," she said. "It positions us with the leaders in electronic mail."

QUIK-COMM was also featured in a recent edition of *U.S. News & World Report* and on the Financial News Network cable TV show—"The Market Today."

Health risk appraisal set for Schenectady employees

Schenectady GE Information Services employees and their spouses are being invited in September to take part in a pilot-test of a health risk appraisal program, sponsored by GEISCO and administered by Health Care Associates.

Those electing to participate will complete a confidential questionnaire, consisting of questions about life-style and medical his-

tory. From this data, the participant's level of risk for medical conditions will be calculated, methods of reducing those risks will be outlined, and the information will be provided in confidence to each individual.

Did you get your telephone directories?

Both Field and Headquarters Telephone Directories have been distributed to employees.

The Headquarters Directory includes names, extensions, mail drops, QUIK-COMM address, titles and locations of all current employees.

It also includes information on pouch mail service, a directory of offices and services in Rockville, procedures for emergency situations and a fiscal calendar.

If you have not received your copies, write, call or send a QUIK-COMM message to **Ski Aller**, office services manager, with your name, shipping address and the number of copies you need. His DIAL COMM number: 8*273-4040; QUIK-COMM: FACL; and mailing address: 401 N. Washington St. 04A, Rockville, Md. 20850.

