

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

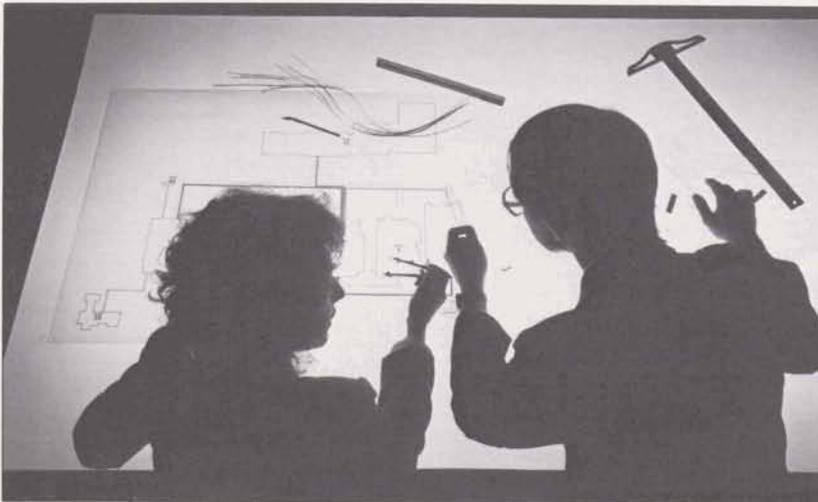


Rex Flint: "We have a dedication to the business and a much broader range of integrated services than any of our individual competitors."

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.

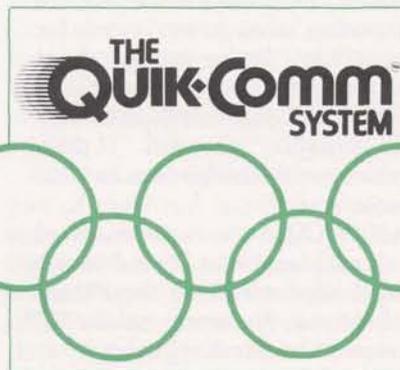
"The Norwegian journalists came over here fully intending to use their own communication, but there was some problem with interfacing between our West Coast telephone system and their network in Norway," Shafer says. "We grabbed the opportunity to get them on the QUIK-COMM System at the last minute and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

ices, but what about the clients? Why do they come?

Tobin answers: "For a potential client, the visit might be part of the negotiation process or even during the proposal stage. It's a chance for them to see the facility, meet the experts behind the scenes, see demos, and learn first-hand how broad GE Information Services' capabilities are.

"For current clients, the visits give us a chance to provide continuing education, update them on new developments, perhaps do a 'shirt-sleeve' session to solve specific problems. They also come for executive to executive mutual assurances."

Morgan Guaranty

"I use client visits as part of the overall account strategy with Morgan Guaranty Trust Company of New York," says Allan Abrams, international account executive, New York.

Morgan Guaranty visits headquarters annually. "The most recent executive visit was in May. They heard discussions about our strategic direction and several presentations, including one on our automated clearinghouse capabilities. One of our aims was to send them back knowing GE Information Services was far ahead of their in-house abilities in the ACH and batch transmission areas of banking."

"It worked," Abrams said. "The company executives went back and advised their managers to follow-up on our technology before reinventing the wheel in-house. As a result, we're now working on proposals in these areas."

Travelers Insurance

Travelers Insurance is already a client, but it wasn't until an ad about GEISCO's networking abilities appeared that Travelers realized the VAN service was available. "When Travelers came to us as a direct result of our new advertising campaign, we made a presentation at their Hartford, Conn., headquarters," says Donald Graves,

technical support manager. "Our presentation sparked their interest so we felt a visit to our headquarters would be beneficial.

"Travelers was already planning a pilot networking project and had three firms signed up to participate by the time of the visit. We were estimating this new networking opportunity to be in the \$100,000 a month range, so we wanted to participate in the pilot.

"We invited them to headquarters where they got a heavy network overview, had the opportunity to meet and talk with our managers, see client services and meet the people behind the scenes.

"If not for the visit, we would not have been invited into the pilot, which runs through the end of 1984," Graves said. Travelers will make a final selection in the first quarter of 1985 based on cost, performance and service.

Federal National Mortgage Association

"Fannie Mae's visit to headquarters showed them we wanted their business," says Jane Crawford, acting manager for government sales, Arlington, Va. "I believe we were the only competitor to extend such an invitation," she added.

GE Information Services was one of the firms bidding to provide conversion services to the Federal National Mortgage Association (Fannie Mae), the federally-affiliated corporation in the secondary mortgage market. Fannie Mae was seeking a vendor for a one-year project to convert a large database of mortgage loan information from CDC equipment to IBM.

"FNMA's primary hot points were twofold: vendor ability to meet their projected level of IBM processing and networking requirements and vendor flexibility in working with them to deliver the needed services throughout their project," Crawford said.

"The visit followed our formal proposal and allowed Fannie Mae officials to be impressed firsthand



Elaine Tobin was pleased to receive a basket of flowers from marketing representative Dick Tucker of Atlanta. Tobin had coordinated a visit by Hanes. Tucker manages the account.

with GEISCO's power, capabilities, and professionalism. It went a long way toward establishing our credibility as a viable provider of IBM services," she said.

The result: GE Information Services got the contract.

Good show

One common thread through all of the visits is "we want a first class show for our clients and we always get it."

"Putting on a first-class show takes a lot of work, patience and skill for logistics," Tobin notes. "I just set the stage. That means helping with program development, setting up the meetings and briefings, arranging tours and catering, preparation of agendas, arranging lodging and transportation, right down to the welcome sign in the lobby of the Maryland Center.

"I like to try for the appropriate balance of hospitality and business sensitivity," she says.

"My biggest challenge is in finding speakers not embroiled in meetings and coordinating the schedules. It's important to put the clients together with the right speakers and get just the right programs."

Tobin concluded: "Clients know a lot about what we can do for them from our representatives in the field, but our case gets even stronger when they see for themselves."

For information on client visits, contact Elaine Tobin: DIALCOMM: 8*273-5326; QUIK-COMM: MEET.

Here's how managers are responding to employee survey

What's happened since the employee survey results were released in June? A quick check with managers in Schenectady, Rockville, and Denver reveals quite a bit of activity.

Schenectady's Dan Tuten, GCOS systems manager, is perhaps typical of many GE Information Services managers in how he went

about the process of developing action plans in response to the survey. After reviewing the findings with all of his employees in a full section meeting, Tuten formed a task group, consisting only of individual contributors, whose objective was to clarify and interpret for management areas of the survey which were unclear or apparently contradictory.

"Before taking action, we wanted to be absolutely sure we understood the message our employees were sending to us," says Tuten.

Once those issues were clear, he called together all managers within his section to collectively develop workable action plans aimed at addressing the most critical areas of concern for the employees in his component.

"We learned that we have not been communicating effectively enough with our employees. There

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Company sponsors computer camp for youngsters

Summer camp used to mean tennis, swimming, basketweaving and the like. Today, through the efforts of cities like Rockville and companies like GE Information Services, another element has been added: computers.

For the second consecutive year, GEISCO and Rockville cooperated to organize and run a computer day camp for youngsters this summer at Beall Elementary School. Nearly 100 students from fourth to tenth grades took classes at either beginner or advanced levels, with an emphasis on theoretical and practical uses of BASIC computer language.

"During the regular school year, they're already using computers, but there's not enough time to teach programming," said Debbie Perkoski, a math and social studies teacher, and one of two instructors at computer camp.

Perkoski added that nearly all the youngsters had their first experiences with minicomputers at home as sources for games. And in camp, the class wrote a program for a game. When classes were over, however, the youngsters also had a basic understanding of the more practical functions computers perform.

The four sessions lasted two weeks, beginning at 9:15 a.m. and ending at 3 p.m. with a big mid-day break for a swim and lunch.

Twenty-six GE Information



Denise Espey was one of many who served as counselors at the Computer Camp this summer.

Services employees were involved in the project, twenty-three as part-time camp counselors, two as coordinators, and one as an administrator.

Keith Usher, one of the coordinators, said since youngsters like to touch things, some of the camp exercises take advantage of that interest.

"One of the touchy-feely things we did was to take apart a diskette so the kids could see what's inside, something they've been told not to do," he said. "They loved it!"

In addition to providing manpower to help with the project, the company also offered 12 scholarships this year, lent hardware, and provided telephone lines and access to MARK III® Service.

Usher said instructors were extremely careful to not give the youngsters any more than essential information on how to access the network. A new password was issued each day, he said.

What the students *did* take home with them each day was a better understanding of data processing and remote computing—and a new way of thinking, said Usher.

Over the course of two weeks, comments such as "Incorrect format! What?" and "It doesn't really make much sense," slowly gave way to respectful words like "neat."

Computers, they learned, can be even more fun than basketweaving.

has been insufficient general business communication; but more importantly, there has been insufficient interpersonal communication between managers and employees," Tuten says. "Employees were saying 'let's talk about me, about my career aspirations, about how I'm doing on the job, about what I can reasonably expect in the future.' We have not been responding effectively to those needs."

To improve the flow of information and increase the opportunities for employee input, Tuten says regular organization meetings have been made mandatory: unit meetings at least monthly, section and subsection staff meetings biweekly and all-employee section meetings quarterly. In addition, unit managers are invited to Tuten's staff meetings when information of particular importance is presented, in order to speed their knowledge of it and to provide the opportunity for first-hand clarification. Tuten has also instituted voluntary one-on-one discussion hours between himself and non-management employees to help him stay in direct touch with employee questions, concerns and ideas.

"As a management team we had become overbalanced toward work administration," Tuten says. "Now we've re-examined, and, I hope, improved that balance. We're providing detailed training for our managers in the theory of the GE exempt compensation plan, in salary and career planning techniques, and in interpersonal communications. We're emphasizing honest, realistic communication with employees to assure the best possible match of skills with job requirements, and job progression with career objectives. An employee must have an accurate assessment of his or her situation and outlook in order to establish career goals and plans intelligently."

Tuten also says his employees' overall outlook is affected by perceptions of a lack of appreciation

for the GCOS product, with which most of Schenectady engineering is involved, and by being physically remote from the Rockville mainstream. He believes that these issues can best be dealt with by actively communicating throughout GEISCO the positive contribution that GCOS is making to financial results, by aggressively supporting GCOS-based new opportunities, and by applying "transportable" Schenectady Engineering skills to other critical GEISCO problems.

Throughout Operations

"Throughout Technology Operations, we're focusing on giving managers the tools they need to do their jobs," says Ron Pejsa, employee relations manager for Tech Ops.

Those tools include skills training in administering salary plans, effective performance management, and conducting Career Reality conversations.

"Individual contributors are also being exposed to similar training," Pejsa says. "Recently a pilot course on the company's compensation philosophy was conducted in Schenectady and employee reaction to it was outstanding. It will be initiated in Rockville later this year."

Career planning is another area

that is often misunderstood by employees. Both employees and the company have a responsibility, Pejsa says.

"Employees out of college, in particular, have the feelings that their managers and the company will automatically take care of their careers," Pejsa says.

"The company does have a responsibility," Pejsa says, "but it is ultimately the employee's responsibility to manage his or her own career development."

To help with career planning, Pejsa says, a "Career Realities Program" is being expanded with the use of a videotape. In the tape, seasoned Tech Ops managers talk about some of the things that influenced their careers. The expanded program will be ready this fall.

Software Products Operation's employee relations manager, Ted Edwards says his component has many of the same needs and some plans similar to Tech Ops.

"What may sound like an insignificant action item can serve an important need," says Edwards. "An example is one of the things we're doing in Energy Enterprises. We're sending letters to employees from Ed Stevens when there's important news.

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More than half took survey

In March 1984, GE Information Services employees had the opportunity to participate in a confidential employee survey to evaluate the company's practices and work climate.

A little over half, 1,938 exempt employees and 409 non-exempt employees completed the survey questionnaire either by pencil or on-line. Of the 2,347 employees who responded, almost 1,900 opted for the on-line medium.

Exempt and non-exempt employees completed a different survey form with similar questions to be consistent with other

General Electric components participating in the survey. Overall, the exempt survey showed little change from the one administered in 1982. Non-exempt employees were surveyed for the first time at GE Information Services.

In June 1984, after the data had been tabulated and analyzed, the company-wide results were communicated to employees by a special publication, and component results were communicated through component meetings. Action plans were then developed by managers to address areas of concern.

S&SP prices

Here is the report on the prices for GE Stock, Mutual Fund, and Holding Period Interest Fund used under the Savings and Security Program to credit participants' accounts.

The Long Term Interest Fund price for the last day of the month is also shown, as well as year-to-date annual income rates for both the HP and LT Funds.

Month	Holding Period Fund							Long Term Fund	
	Stock Price	Mutual Fund Price	Price	YTD Annual Income Rate (a)				Price	YTD Annual Reinvestment Income Rate
				1981	1982	1983	1984		
January	\$ 56.482	\$32.991	\$10.00	13.2%	16.5%	13.7%	13.0%	\$10.42	11.8%
February	\$ 53.206	\$30.989	\$10.00	13.2%	16.6%	13.7%	13.2%	\$10.30	12.0%
March	\$ 52.188	\$30.915	\$10.00	13.2%	16.5%	13.6%	13.2%	\$10.14	11.7%
April	\$ 53.825	\$30.831	\$10.00	13.1%	16.5%	13.6%	13.3%	\$10.02	11.7%
May	\$ 53.875	\$30.845	\$10.00	13.1%	16.5%	13.6%	13.3%	\$ 9.76	11.6%
June	\$ 53.250	\$30.309	\$10.00	13.1%	16.5%	13.6%	13.3%	\$ 9.67	11.7%
July	\$ 50.756	\$29.953	\$10.00	13.1%	16.5%	13.6%	13.3%	\$ 9.83	11.8% (b)

(a) The "announced" HP Fund Rate was 13.00% for 1981, 16.25% for 1982, 13.25% for 1983, and 12.75% for 1984.
 (b) At July 31, 1984, the net current yield of the long term investment portion of the fund was 13 percent.

On the move

Dennis J. Crane—has become manager, pricing & competitive positioning, reporting to Bob Simmons, vice president and general manager, Marketing Operation. Crane was previously manager, product marketing, MARK III® and distributed systems section.

Rodney L. Everhart—has become manager, financial planning and analysis for Marketing and Sales Operation, reporting to Ed Stewart, vice president, Finance Operation. Everhart was previously manager, financial section, Capacitor Production Department, Hudson Falls, N.Y.

Joseph J. Gawronski—has become manager, Ohio Supercenter, reporting to Mel Szot, manager, supercenter operations, Information Processing Department. Everhart was previously director, information systems, Ohio Secretary of State's Office.

EMPLOYEE SURVEY

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"We're also completing job descriptions for all employees," Edwards says. "In an effort to allow more employee involvement, the Energy Enterprises steering committee recently announced formation of product development teams so employees have the opportunity to volunteer."

Throughout the company

The action plans developed by individual managers to respond to the specific needs of their organizations—as expressed in the survey results and content of feedback meetings with employees—are complemented by an action plan developed by Employee Relations.

"The action plan for GEISCO as a whole was developed to respond to some common themes in the survey results across our business," says Jack Mulford, Vice President and Manager, Employee Relations Operation. "The actions it call for are designed to support the plans developed by individual managers by providing programs that address

concerns about career planning, feedback, and communication."

Here's what the business-wide plan calls for:

- Training for managers to improve their skills in communicating with their employees in three areas that survey results indicated were important—performance appraisals, salary discussions, and career discussions. Training will begin by the end of the year.
- The addition of "communication with employees" as a line item in each manager's performance appraisal. This action was announced to all employees in a letter from Walt Williams distributed in July.
- Written performance appraisals for all new employees after six months on the job. This action is designed to help clarify job expectations and respond to the need for formal performance feedback.
- Improvements in the PIC (Program for Individual Careers) job posting program. These improvements, developed by an employee task force, will enable employees to apply for posted jobs

on-line and will also ensure that each applicant gets on-line feedback on the current status of his or her application.

- Development of a new employee orientation program to improve the assimilation of new employees into the business. Elements of the program, scheduled for completion in the fall, includes the development of a "survival kit" of easy-to-use reference material for new employees and a daylong classroom session to orient them to GE and GEISCO.

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INFORMATION SERVICES

General Electric Information Services Company, U.S.A.

UPDATE

News and Information for GE Information Services Employees
Special Edition
October 22, 1984

Company organization structure outlined

Following the announcement last month of GE Information Services being organized into a portfolio of six business operations, Marketing and U.S. Sales Operations, International Sales and Services Operations, and Professional Services Operations have announced their organizations. Concurrently, the Staff Operations, Employee Relations, Finance, and Legal have announced their realignment. The Technology Operations remain unchanged and continue their vital support role.

Marketing and U.S. Sales Operations

"Much of this organization consolidates field sales and support functions, promotes focus on the pursuit and development of new business, and continues the cooperation between marketing and sales," said Mike Emmi, sen-

ior vice president, Marketing and U.S. Sales Operations.

The organization, he explained, was also prompted by the need for aggressive cost management so that resources would be devoted to attractive new business opportunities rather than to an eroding existing business.

Field reviewed

After reviewing field operations to reduce costs and streamline support functions, a number of changes have been made. Business from the former Major Accounts Area has been redistributed among the Eastern, Central, and Western Areas.

The communications business will continue to operate as a region reporting to John Sidgmore. The management services region accounts are being distributed geographically to the three U.S. areas.

General Electric business will be handled geographically with each area retaining responsibility for the GE businesses in the area. There will also be a Rockville-based team led by Bob Simmons charged with developing relationships at high levels of corporate headquarters in Fairfield. This group will also provide the necessary coordination and direction to serve the GE account.

National Services Operation formed

In order to deploy human and financial resources where they will be most cost effective, the maintenance and servicing of existing accounts with limited growth potential will be handled by the newly



Mike Emmi

established National Services Operation. This Rockville-based group, headed by Mike Chamberlain, will be the focal point for servicing the majority of existing accounts. It will receive and handle inquiries and keep accounts informed of GE Information Services capabilities and services by telephone and mail. (See chart, page 10.)

Each area will determine which accounts are to be assigned to the National Services Operation and will have the option of resuming responsibility for the account if

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ORGANIZATION

cont'd. from p. 1

it sees the need. An account assigned to the National Services Operation will no longer be assigned sales coverage in conventional terms. Instead, the National Services Operation will use telemarketing techniques to reach this client group.

With much existing business being serviced centrally, a number of offices that are no longer needed or are not cost effective will be closed.

Sales Roles Changed

A new position, account executive, has been created with responsibility for bringing in new business. The new compensation plan for account executives is designed to recognize the length of the sales cycle and to reward for closing major contracts. Account executives will report to region manager, or occasionally, when span of control dictates, to the new position of sales director.

Account managers and marketing representatives will be responsible for major current accounts and existing accounts with significant growth potential. They will be measured and compensated on protecting base revenue and generating new growth opportunities.

SDC support organized

Each area will have a Systems Development and Consulting (SDC) group providing technical support, project management, and pre- and post-sales assistance. As well, each area will have technical support managers and technical representatives to provide needed sales support.

SDC area organizations will report to area vice presidents. At headquarters, Bob Simmons will be responsible for implementing a program and developing standards and productivity tools to build the SDC organization so that it provides GE Information Services with a competitive advantage in the market place. (See page 8.)

Marketing functions realigned

Mike Emmi will have two marketing organizations that will emphasize areas of business growth for GE Information Services. They are the Business Logistics and EDI Venture and the Enhanced Communications Venture.

The Business Logistics and EDI (Electronic Data Interchange) Venture, headed up by Dave Foster, brings together all the products and services aimed at the day to day control of moving goods and materials. This includes order processing and distribution, in-

ternational trade and transportation, materials, scheduling, and procurement systems, and health care. (See page 9.)

The Enhanced Communications Venture brings together all the aspects of the value added network (VAN) and enhanced communications business under Bob McCalley. His charter is to lead the enhanced communications transition of GE Information Services from RCS to enhanced communications. (See page 7.)

The Marketing Services Operation led by Mike Porvaznik now includes processing systems product management headed up by Marv Lewis. It will provide product marketing for MARK III® Service, MARK 3000™ Service, and GCOS as well as managing enhancements to the services. (See page 6.)

The operation will also provide the 'voice of marketing' to Technology Operations, working with them to develop technology plans and requirements, product requirements, and project priorities.

Marketing Services Operation will also include pricing and competitive intelligence, distribution channel development, and measurements and forecasting.

Marketing & U.S.
Sales Operations
Senior Vice President

M. J. Emmi

Eastern Area Vice President & General Manager J. W. Sidgmore	Central Area Vice President & General Manager P. J. Barris	Western Area Vice President & General Manager B. Thacker	GE Accounts & Systems Development & Con- sulting Vice President & General Manager R. A. Simmons	Marketing Services Operation- Vice President & General Manager S. M. Porvaznik	National Services Operation Vice President & General Manager M. Chamberlain	Enhanced Communications Venture Manager R. D. McCalley	Business Logistics & Electronic Data Interchange Venture Manager D. Foster	Sales Integration Manager D. A. Shepherd
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Eastern Area

Eastern Area Vice President & General Manager J. Sidgmore
--

Northeast Region Manager D. Merenda	New York Commercial Region Manager P. Mannetti	New York Financial Services Region Manager E. Mazur	New Jersey Metro Region Manager H. Mayo	National Communications Region Manager R. Fohl	SDC Manager R. Banaszek	Sales Development Manager Open	Finance Manager D. Eisele	Employee Relations Manager D. Rascoe
Technical Support District Manager D. Graves	Commercial Technical Support Manager J. Tom	Financial Technical Support Manager M. Balawedjer	New Jersey Technical Support Manager G. Bottarini	Technical Support Manager B. Wall	Northeast District Manager A. To			
New England District Manager C. Shafer	Commercial Sales District Manager A. Cassa	Financial Sales District Manager D. Yanchak	New Jersey Sales District Manager W. Stack	AT&T District Manager L. Pelter	New York City District Manager I. Franco			
New York State District Manager G. Alber		Chemical Bank District Manager H. Smith		East District Manager L. Henschel	Communications District Manager A. Lee			
GE Corporate District Manager J. Conway				West District Manager L. Murphy	GTE District Manager F. Gargallo			
				GTE Sales District Manager A. Moss				

Central Area

Central Area Vice President & General Manager P. Barris
--

Southern Region Manager J. Spencer	Midwest Region Manager S. Cohen	Midcentral Region Manager D. Mullford	Detroit Region Manager J. Conners	SDC Manager S. Anichini	Sales Development Manager J. Kornfeind	Finance Manager P. Bogen	Employee Relations Manager J. Walsh
Atlanta District Manager W. Canada	Chicago District Manager C. Wetmore	Cleveland District Manager W. Moore	Detroit District Manager W. Thomas	Systems Development West Manager Open			
Atlanta Sales Director L. Register	Chicago Sales Director B. Cresswell	Cincinnati District Manager M. Mash	Washington District Manager Open	Systems Development East Manager Atlanta L. Bollman			
Greensboro District Manager V. Ruppilin	St. Louis District Manager D. Werner	Pittsburgh District Director B. Mangone-Geragi	Washington Sales Director A. Parsons	Systems Consulting Manager Atlanta W. Saponov			
Florida District Manager L. Abadie	Minneapolis District Manager G. Oser-Buhler	Technical Support Manager N. Forte	Rochester District Manager D. Verplank				
Technical Support Manager R. Simon	Technical Support Manager V. Bailyn		Technical Support Manager N. English				

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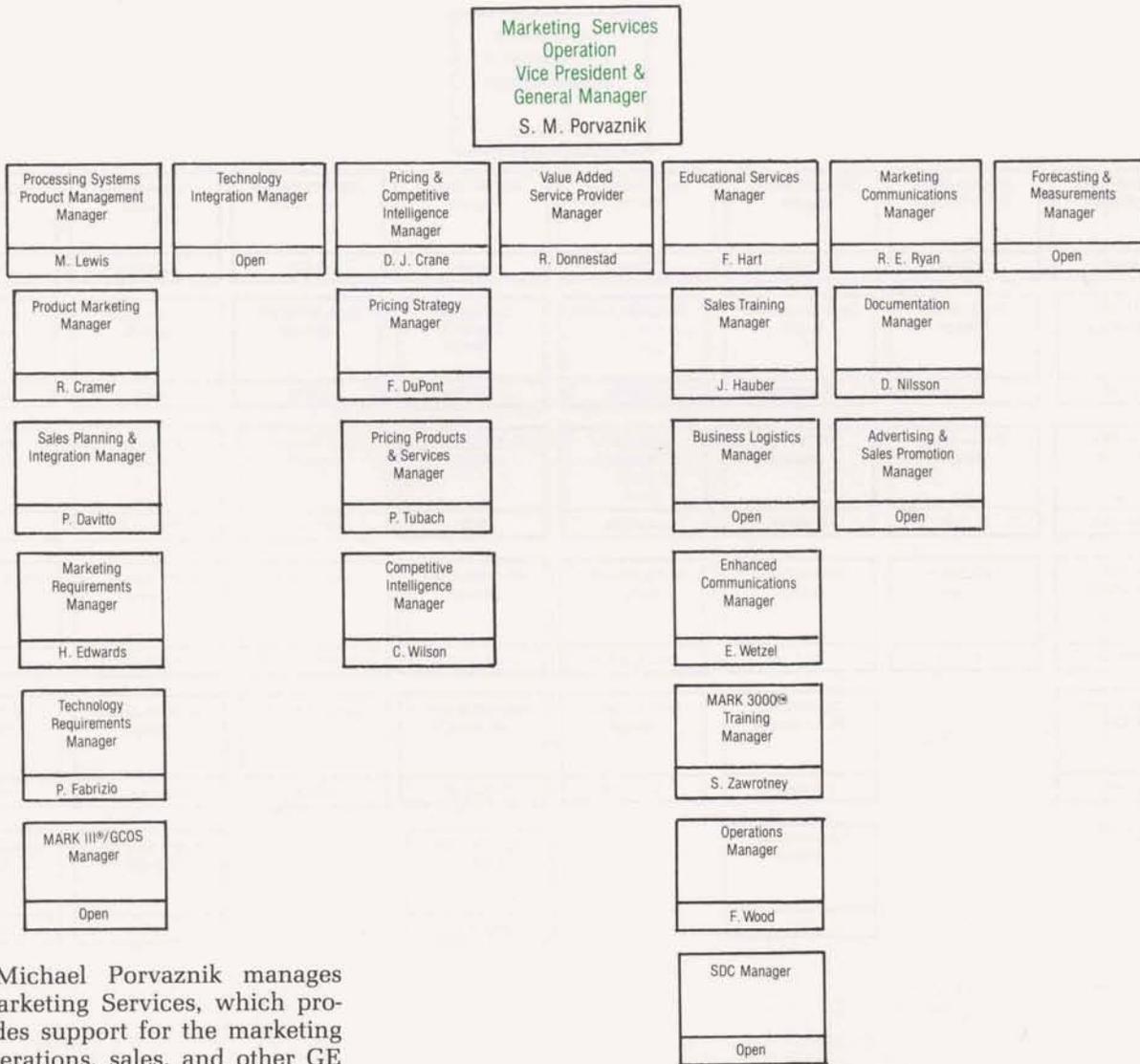
Western Area

Western Area
Vice President &
General Manager

B. Thacker

Southern California Region Manager H. Stover	Mountain States Region Manager H. Struve	Northwest Region Manager J. Griffin	Southwest Region Manager W. Booth	Area SDC Manager Open	Area Staff Manager S. Cole	Finance Manager K. Slasor	Employee Relations Manager T. Connors (Acting)
Los Angeles District Manager K. Brown	Denver District Manager C. Kyle	San Francisco Sales Director M. McDowell	Dallas Sales Director J. Patrick	San Francisco District SDC Manager C. Spehr	Sales Development Manager Open		
Los Angeles Sales Director D. Aaronson	Phoenix District Manager M. Miller	Portland District Manager G. Weaver	Dallas District Manager J. Porath	Denver District SDC Manager Open			
Newport Sales Director P. Redman	Tulsa District Manager J. Kessler	Palo Alto District Manager M. Leek	Gulf Coast District Manager L. Schweiger	Dallas District SDC Manager M. Friend			
Technical Support Manager M. Chan		San Francisco District Manager P. Woodworth	Technical Support Manager D. Johnson	Los Angeles District SDC Manager C. Tryon			
		Technical Support Manager Open					

Marketing Services Operation



Michael Porvaznik manages Marketing Services, which provides support for the marketing operations, sales, and other GE Information Services profit and loss centers. Frank Hart heads up educational services, which will increase several areas of training to support the growth areas of the business, including greater emphasis on communications, micro integration, business logistics, GENESIS, and SDC. Russ Ryan manages marketing communications and adds responsibility for administration of authors contracts. Pricing and competitive intelligence is led by D. J. Crane

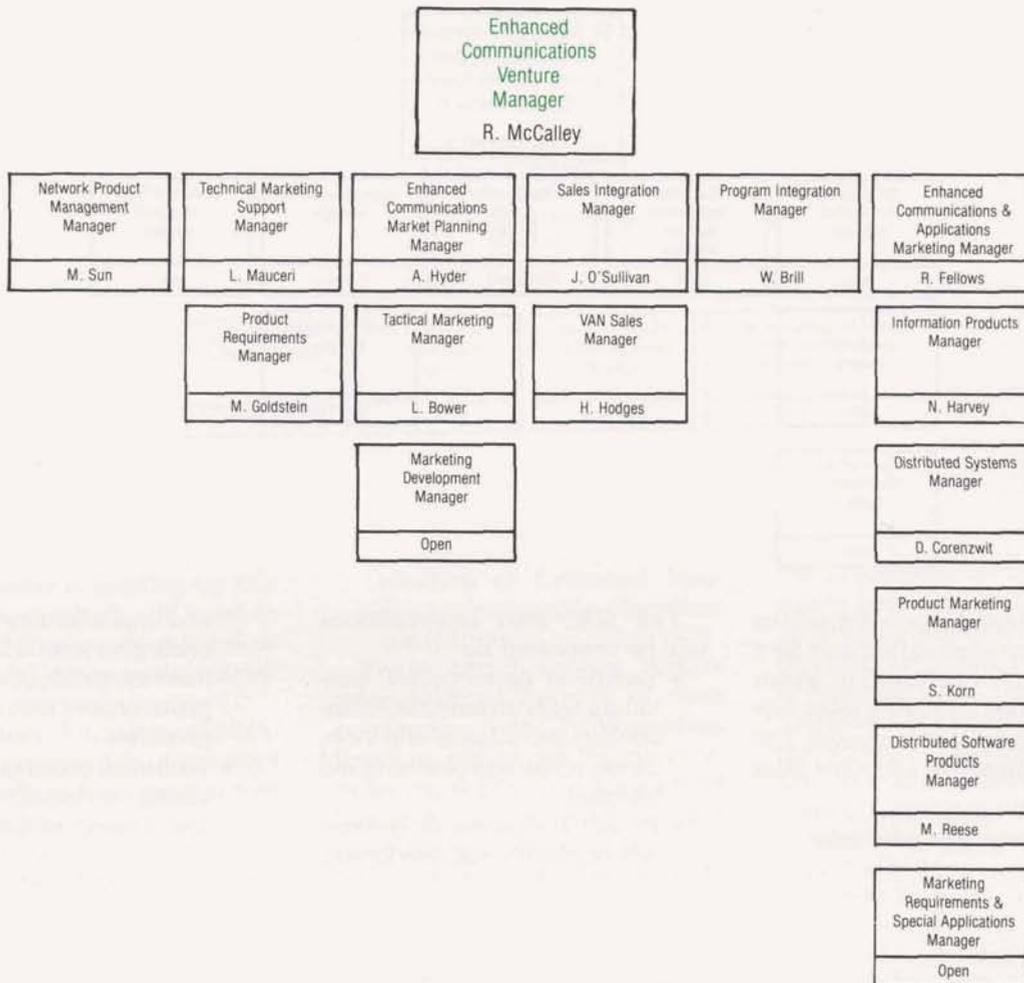
who will be responsible for the development and implementation of pricing strategy and providing competitive information to the field.

Marv Lewis will lead delivery systems product management, which will provide product marketing for MARK III[®] Service, MARK 3000[™] Service, and GCOS. Technical integrations will work with Technology Operations to

establish project priorities, plans and requirements. Distribution channel development, managed by Bob Donnestad, will be responsible for increasing our revenue growth with third party distributors. Forecasting and measurements will be responsible for revenue forecasting and measurement.

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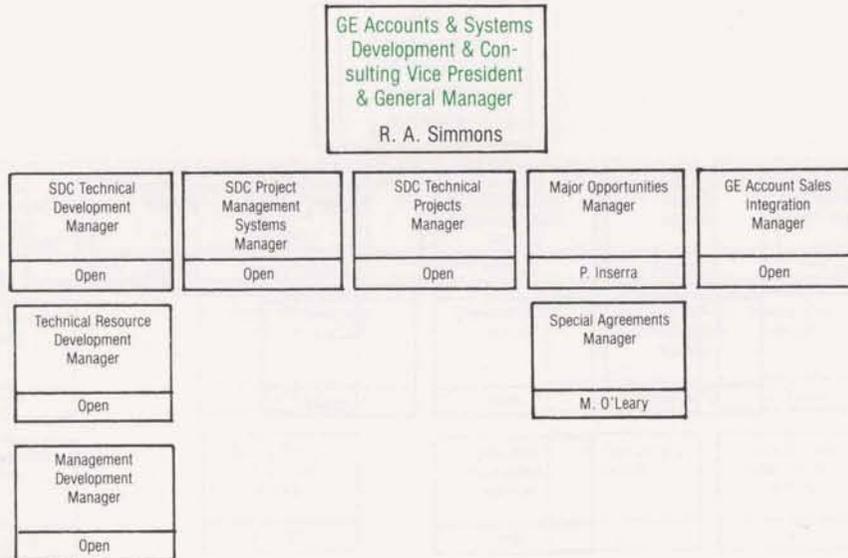
Enhanced Communications Venture



This venture brings together all aspects of the value added network (VAN), micro integration, and intelligent networking under Bob McCalley. Within Enhanced Communications are:

- Network product management responsible for project managing VAN telecommunication products and capabilities.
- Enhanced applications product marketing to address the product capabilities of MARK III® Service as they can be leveraged in telecommunications;
- Enhanced technical marketing support, providing technical sales consulting and post-sales support;
- Enhanced communications market planning;
- Enhanced sales integration;
- Program integration to work through Marketing Services as an interface to Technology Operations.

GE Accounts and Systems Development and Consulting



Bob Simmons' operation will be providing centralized support for a vitalized SDC organization, major opportunities including sales support and special agreements, and the centralized GE accounts sales support.

The SDC area organizations will be supported by:

- Technical development, providing skills inventories, methodology, techniques, and tools, career paths, and planning and training.
- Project management systems will be identifying, developing,

and implementing tools, methodologies, and information to increase productivity and improve project management capabilities.

- Technical projects will be providing technical consulting and support to the field.

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Business Logistics and Electronic Data Interchange Venture



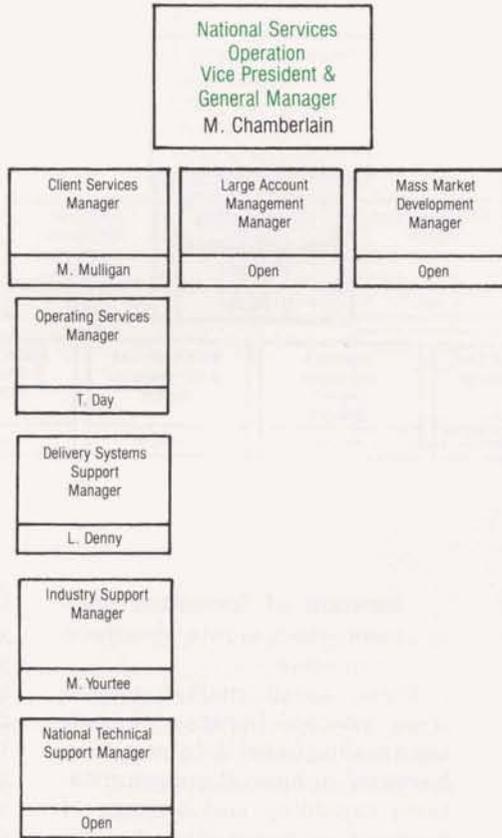
Dave Foster is heading up this new venture, which will work to establish GE Information Services as the world leader in the market areas of:

- Business logistics—applications to control the movement of goods and services across geography.
- Electronic data interchange (EDI)—the electronic commu-

nication of formatted business documents between companies. These broad market thrusts were selected because of their outstanding fit to GE Information Services' enhanced communications capability and because of business environmental changes creating high demand for solutions in these areas. They include

the transmission of orders and invoices between companies (both generically and in specific industry clearinghouses), the exchange of business documents for international trade and transportation management, systems for material sourcing and distributed project control, the traditional order service business, and health care claims clearing.

National Services Operation



Legal Operation



GE Information Services Company confidential—Do not reproduce

International structure set



"As part of the continuing process of positioning our business," said Tony Craig, senior vice president, International Sales and Services Operations, "this operation is being structured to focus better on both the day-to-day business operations and profitable future growth."

He explained that the international group will now be divided into three operational areas:

- The Northern Europe Area, managed from London, will include Austria, Belgium, Denmark, Finland, Germany, Ireland, Netherlands, Norway, Sweden, Switzerland, South Africa, and the United Kingdom.
- The Southern Europe Area, managed from Paris, will encompass France, Italy, and Spain.
- The Asia/Pacific Area, managed from Hong Kong, is com-

prised of Australia, Hong Kong, Japan, and Singapore. Supporting the three areas will be a marketing and technical support component to provide SDC functional leadership and support, project management, education, and client services.

There is also a business development group being established, managed from London and Rockville, which will have responsibility for international program development, business development, business planning, international contracts and pricing, as well as operational responsibility for distributors in Canada, Mexico, the Middle East, and Venezuela.

The external relations function is being given the responsibility for high level industrial and governmental interface for both GE Information Services and a wider GE base.



Tony Craig

Professional Services Operation

Professional Services
Operation
Senior Vice President

E. D. Stewart

Eastern Area Manager	New England/Central Area Manager	Western Area Manager	Communication Area Manager
R. Hughes	P. Heiner	T. Lorah (Acting)	E. Arturi
Philadelphia Region Manager	Albany Region Manager	Los Angeles Region Manager	Piscataway Region Manager
T. Manual	R. Choppy	W. Sweet	C. Desaro
Piscataway Region Manager	Schenectady Region Manager	San Francisco Region Manager	Parsippany Region Manager
J. McCleery	P. Jordan	J. Niemeyer	R. Farrell
White Plains Region Manager	Boston Region Manager	Denver Region Manager	New York Region Manager
E. Diehl	R. Krass	R. Yocom	J. Hackett
New York Commercial Region Manager	Atlanta Region Manager	Dallas Region Manager	Maitland (Fla.) Region Manager
A. Blomfield	Open	R. Fuller	W. King
New York Financial Region Manager	Cincinnati Region Manager		
J. Marropodi	T. Jared		
	Chicago Region Manager		
	Open		



Ed Stewart

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Finance Operation

Finance Operation
Vice President
& Manager

E. D. Stewart (Acting)

Accounting Operation Vice President & Controller L. Ramer	Information Systems Manager J. Clouse	Division Financial & Cost Accounting Manager D. Miller	Financial Planning & Analysis Technology Operations Manager C. Littles	Financial Planning & Analysis Software Products Operations Business Development Operations Manager L. Van Dyck	Financial Planning & Analysis Marketing & U.S. Sales Operations Manager R. Everhart	International Sales & Services Operations Finance Manager D. Lewis	Finance Operation Integrated Commu- nications Services Operations Manager R. Wallace
Customer Accounting Manager J. Cook	Marketing & Sales Information Systems Manager D. Lloyd	Operations Analysis Manager D. Fidler	Financial Planning & Analysis Engineering Department M. McGaha	Software International Finance Vice President R. Migliorino	Operations Analysis Manager S. Knowles	Financial Analysis Manager W. Thomson	Financial Support Manager R. Mathews
Credit & Collection Manager J. Hanson	Administrative Information Systems Manager R. Niemann	Financial Planning Manager N. Niedrach	Financial Planning & Analysis Information Processing Department C. Littles (Acting)	Energy Enterprises Finance & Administration Manager T. Neubert	Marketing & Sales Administration Manager G. Finley	United Kingdom & Northern Region Finance Manager P. Rodger	Operations Analysis Manager R. Libby
General & Tax Accounting Manager M. Harris	Technology Operations Information Systems Manager L. Capriotti	Cost Accounting & Profitability Analysis Manager C. Fetz	Financial Planning & Analysis Communications Department J. Fuller	NCI/BSI Controller C. Meyer	Financial Planning & Analysis Eastern Area Manager D. Eisele	Financial Systems Manager Open	Financial Analysis Eastern Operation Manager E. Wargo
Personnel Accounting Manager W. Kerr	Order Entry & Receivables Information Systems Manager A. Ertel	Senior Financial Analyst R. Stubblefield			Financial Planning & Analysis Western Area Manager K. Slasor	Sweden Finance Manager B. Schoenbeck	Financial Analysis Western Operation Manager S. Milstein
Auditing Manager J. Meyer	Information Systems Development Manager A. Graham				Financial Planning & Analysis Central Area Manager P. Bogen	Norway Finance Manager J. Skamsar	Telecommunications Financial Analysis Manager T. Anacker
	Information Center Manager J. Adams				Financial Planning & Analysis Professional Services Operations Manager T. Burke	United Provinces Region Finance Manager P. Gobet (Acting)	<i>cont'd</i> Germany Finance Manager P. Kuijper
	Schenectady Information Systems Manager S. Heil					Belgium Finance Manager L. Lienard	Southern Region Finance Manager L. Georges
						Holland Finance Manager G. Stewart	Pacific Region Financial Planning & Analysis Manager L. Signora

Employee Relations Operation

Employee Relations
Operation
Vice President
& Manager
J. R. Mulford

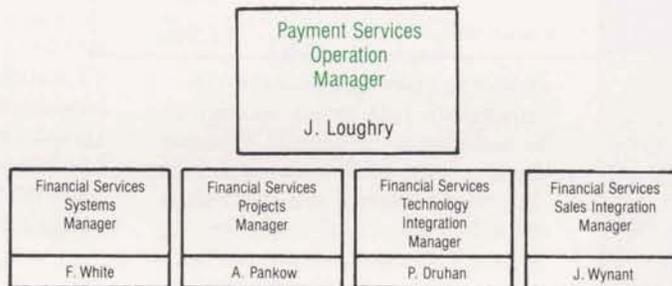
Marketing & U.S. Sales Operations Employee Relations Manager L. DeMonaco	International Sales & Services Operations Employee Relations Manager P. Moxom	Technology Operations Employee Relations Manager R. Pejsa	Software Products Operations/Business Development Operations Employee Relations Manager T. Edwards	Human Resources Programs & Practices Manager W. Harris	Integrated Communications Services Operations Employee Relations Manager M. Goldberg	Staff Components Employee Relations Manager J. Oates	Employee Communications Manager B. Bunch
M&USSO Eastern Area & PSO Eastern Area & Communications Areas Employee Relations Manager D. Rascoe	Employee Relations Programs Manager Open	Communications & Information Processing Department Employee Relations Manager D. Mathews	Software International Employee Relations Manager W. Starner	Compensation Manager R. LeFebvre	Eastern Operation Specialist T. Dwyer		Senior Specialist G. Barnes
M&USSO Central Areas & PSO New England & Central Area Employee Relations Manager J. Walsh	Southern Europe Area Employee Relations Manager A. Reynolds	Engineering Department Employee Relations Manager M. Kostrezwa	Energy Enterprises Employee Relations Manager L. Griffin	Programs & Systems Manager P. Ohrt	Western Operation Manager K. Joseph		Senior Specialist S. Carter
M&USSO Western Area & PSO Western Area Employee Relations Manager T. Connors (Acting)	Northern Europe Area Employee Relations Manager A. Porter	Schenectady Operations Employee Relations Manager J. Radice		Professional Staffing Manager J. Scandone	Professional Relations & Practices Manager R. Evans		
M&USSO Headquarters Components Employee Relations Manager M. Roache	Asia/Pacific Area Employee Relations Manager J. Warren				Communication Programs Specialist Open		

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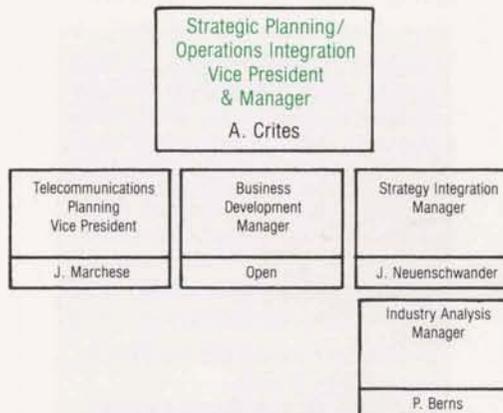
Office Communications Operation



Payment Services Operation



Strategic Planning/Operations Integration



GE Information Services Company

General Electric
Information Services
Company
President

W. W. Williams

Professional Services
Operations
Senior Vice President

E. D. Stewart

Integrated
Communications
Services Operations
Senior Vice President

R. L. Flint

Software Products/
Ventures Business
Operations
Senior Vice President

W. J. McNeerney

Marketing & U.S.
Sales Operations
Senior Vice President

M. J. Emmi

International Sales &
Services Operations
Senior Vice President

A. L. Craig

Technology
Operations
Senior Vice President

R. W. Marshall

Employee Relations
Operation
Vice President

J. R. Mulford

Finance Operation
Vice President

E. D. Stewart (Acting)

Legal Operation
Vice President,
General Counsel &
Secretary

R. E. Healing

Strategic Planning/
Operations
Integration
Vice President

A. L. Crites

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**INFORMATION
SERVICES**

General Electric Information Services Company, U.S.A.

UPDATE

News and Information for GE Information Services Employees

November 9, 1984

Only you can keep the spirit alive

"Get everyone to participate and contribute just 10 percent more than they did last year, that's my goal for 1984," said Gary McIrvin, 1984 United Way Chairman for GE Information Services. "Last year, we qualified for a gold award. It would be excellent to improve on that."

The annual drive began on November 1 and will continue through November 21. The 1984 theme is "Keep the spirit alive," and the United Way is seeking to better their last year's record year of \$39,000,000 raised, which made it the sixth largest campaign in the country.

Raising that money last year allowed the United Way to provide funding for 200 United Way agencies in Washington, D.C., Montgomery, Prince George's, Arlington, Alexandria, Fairfax, Prince William and Loudon counties. These agencies provided a wide array of human services to nearly one of every three people in the area.

General Electric Company strongly supports the United Way. Donations are actively solicited, and GE Information Services

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1984 Phillippe Award to Julius Pirrone

"I was really surprised to get the award," said Julius Pirrone, data communications analyst, Engineering Department. "If you like something you're doing, it's easy, and you don't expect to be rewarded for doing something easy."

The 1984 Gerald L. Phillippe Award for Community Service was awarded for Pirrone's activities in the Jack B. Wright Explorer Post 635 of the Boy Scouts of America. He has been active with the post since it was founded 15 years ago. Pirrone is one of 28 Phillippe Award winners throughout General Electric. GE Information Services President Walt Williams presented his award to him on November 5.

In 1969, the Boy Scouts of America came to General Elec-

tric's Telecommunications and Information Processing Operation (TIPO) in Schenectady for assistance to start an Explorer Post specialty program.

The Boy Scouts of America wanted to build up participation in the Explorers through posts dedicated to special interests. Then-TIPO General Manager Jack B. Wright accepted the challenge and the first specialty post was founded.

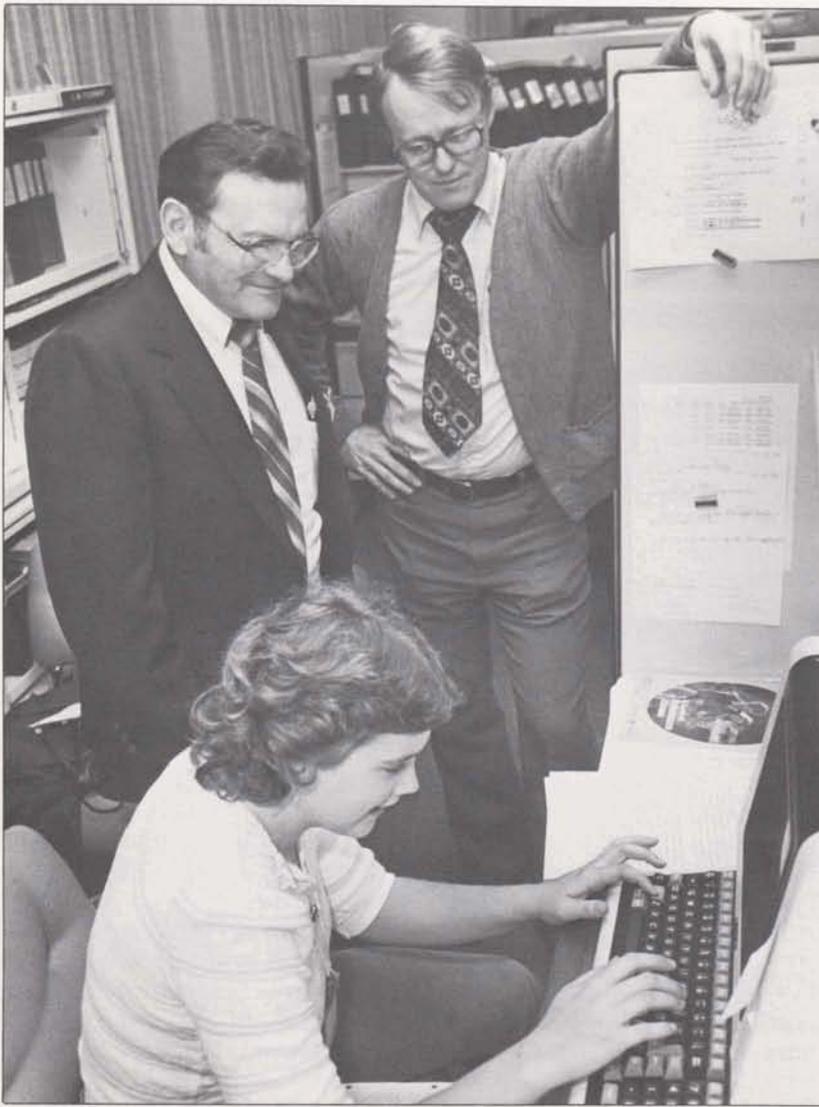
The post is dedicated to telecommunications and computers. Volunteer instructors from GE Information Services use GE equipment to teach the Explorers Basic, Fortran, and Cobol in the Schenectady facility. "And we are going to get into other languages like 'C'," Pirrone added.

"Julius is completely dedicated

cont'd. on p. 2



From left: Julius Pirrone, Walter Peretti, and Doug Cole exploring the main computer room.



Julius Pirrone (standing left) and Clifford Gammons work with Jill Rhinehart on a video terminal.

PHILLIPPE AWARD

cont'd. from p. 1

to the Explorers," said Dan Tuten, manager, GCOS Systems, Engineering Department. "He has recruited *everyone* in Schenectady to help instruct his Explorers."

"I wish I could share this award with Harold Sadler," Pirrone said. "Both he and I have worked to keep the post going. We have recruited many others to teach the explorers and without all the others who work with the post, it would not survive."

The post meets each Thursday night of the school year for an hour and one-half of instruction, followed by a business meeting. "We don't just work, though, we also play computer games," he noted.

The Explorer Post's membership is made up of 25 to 30 (al-

though Pirrone said he has a tendency to let the number of members creep higher) high school seniors who are interested in computers. The goals of the post are to foster the ideals of the Boy Scouts of America as well as introduce the Explorers to the world of computers, career opportunities in the field, and GE. The leaders of the post have accomplished their goals: historically, more than 90 percent of the post's members go on to college, and more than 50 percent of the alumni enter computer-related fields.

The post's leaders have been recognized for their efforts. It has twice received the "William H. Spurgeon III National Council Award," the highest award a post can receive.

The Explorers have used their

skills to help their community through two projects: the Schenectady Schools Career Survey and the Schenectady County Fire-matics Inventory.

The Schenectady County Schools Career Survey, the first community project of the post, generates career reports useful for school guidance counselors and other interested people from the career survey sheets filled out by area high school students. The Fire-matic system maintains a complete countywide inventory of all fire equipment. Reports are issued once each year to the Schenectady County Fire Coordinator, who then distributes them to all station chiefs in the county. The system allows each station chief to know where to find special equipment in an emergency.

In addition, each year the Explorers put on a computer demonstration at a local shopping mall. "It is a career awareness activity. We show how a program is written and answer questions. We give away biorhythm charts and Snoopies for the kids—that gets people interested," Pirrone said.

The Explorer Post has achieved a number of firsts. Along with being the nation's first specialty post, it was also the first post to become co-ed. "At first, we had girls as associate members only. That was twelve years ago, and then the post went co-ed and was instrumental in changing the Explorers' charter to co-ed."

Pirrone points out that the post's activities are wider than computers alone—they also go camping each year.

"Harold Sadler and I along with all the volunteer instructors have spent a lot of time over 15 years working with the Explorers. We have even had some of our graduates come back and teach. We have used a lot of expertise, and management has supported us," Pirrone said.

"I try to attend all the meetings, though I missed one about two years ago," he said. "I enjoy being with these people."

Big Apple press conference unveils Tenant Services, new office integration products

Some 43 representatives of the New York and computer industry press were in attendance when GE Information Services unveiled sophisticated new products on October 18. *The Wall Street Journal*, *Fortune*, *Computer World*, *Communications Week*, and *MIS Week*, among others, heard detailed reports on Tenant Services, Telex Access, and WPXchange.

Tenant Services

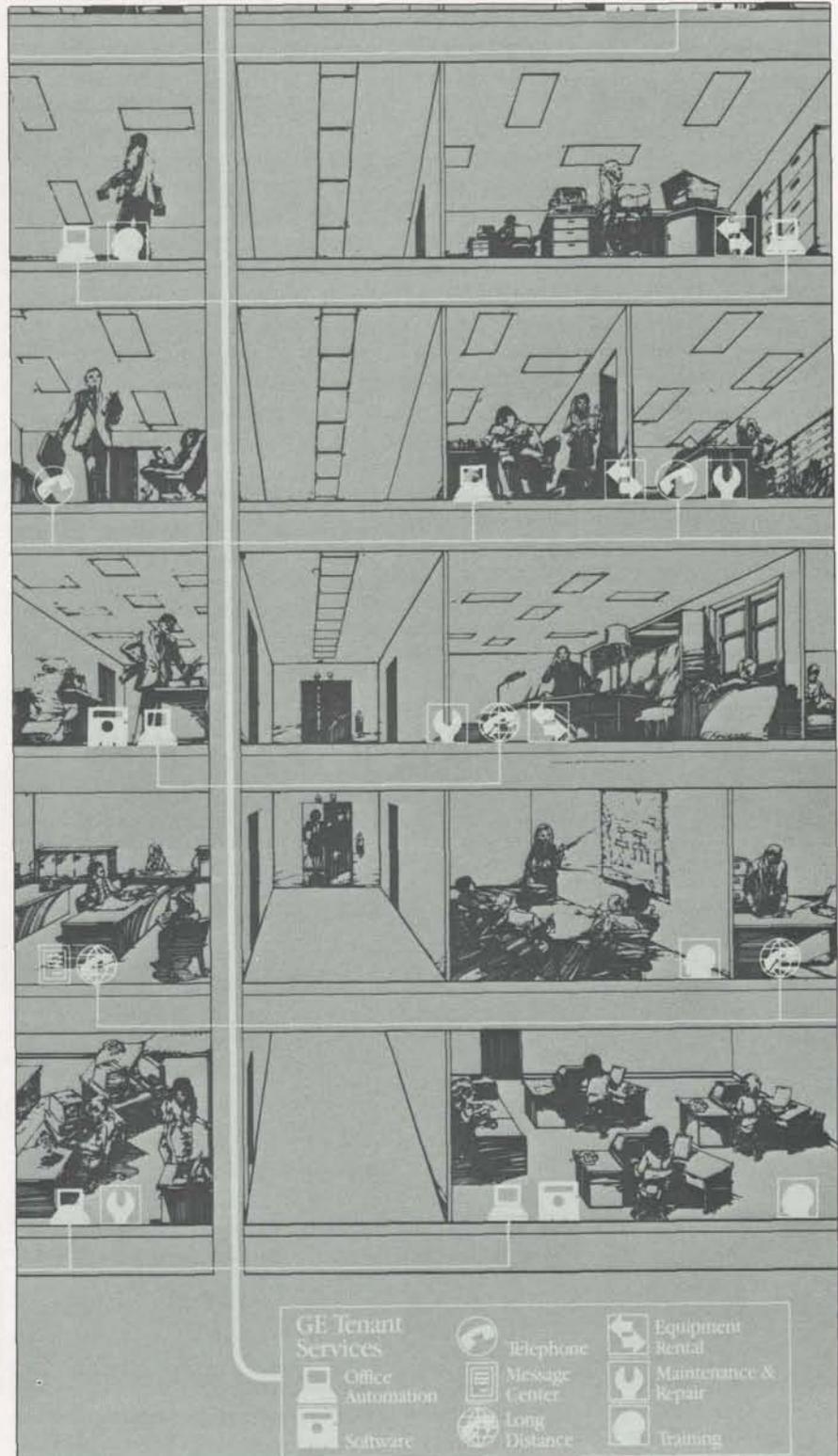
John Hamann, manager, GE Tenant Services, announced Integrated Communication Services Operation's entry into the Tenant Services business and the formation of business relationships with three major component vendors to serve that market—MCI, Wang Laboratories, Inc., and InteCom.

To provide comprehensive information management and telecommunications services for the commercial office building market, MCI Communications Corporation is providing low-cost, high-quality long distance telephone service. Wang Laboratories, Inc., is providing office information processing resources. And InteCom is providing its third-generation, integrated voice and data PBX system. GE Information Services will provide its value-added network, Professional Services, and Office Communications.

"We believe we are uniquely positioned to offer multi-tenant services with an end-user, solutions-oriented approach," Hamann said. "Our competitors say service, when they really sell products. Tenant Services is a services business—not a product business."

Hamann explained that Tenant Services is a unique combination of telephone, information proc-

cont'd. on next page



How Tenant Services work.

PRESS CONFERENCE

cont'd. from previous page

essing, office automation, and communications products and services provided by a single source. These products and services are then offered to tenants of multi-tenant office buildings on a pay-by-use basis.

"In practice," Hamann said, "Tenant Services involves at a minimum basic telephone service—phone sets, local lines, and long distance lines—delivered through a PBX system in a building. Using the InteCom IBX (Integrated Business eXchange), a host of enhanced features also can be made available to tenants."

Of course, all of GE Information Services' computing services including MARK*NET™ Service, and the QUIK-COMM™ System, will be available through Tenant Services.

Initially, Tenant Services is being offered in six major markets—New York, Chicago, Los Angeles, Dallas, Atlanta, and Denver—for buildings of 400,000 square feet (typically 20 stories)

or more, for reasons of economy of scale.

"GE is looking for a few good buildings to showcase an installation," Hamann said. "We're evaluating a few now and we'll be considering others as well."

"In a GE Tenant Services commercial office building, we'll have a Tenant Services Center with a full-time manager who will know the tenants and their needs personally, will coordinate the resources required to provide the services they want, and will suggest both standard and custom packages of products and services with on-going value and low cost to each tenant," he said.

Telex Access

The December 1984 availability of Telex Access, an interface for the QUIK-COMM System, was announced by Ruann Pengov, general manager, Office Communication Operation.

"This action opens our network to over 1.5 million Telex addresses and users via the interconnected Telex networks," Pengov said.

Of the 1.5 million users, about 140,000 are in the United States. International and domestic companies are switching to more efficient and cost-effective electronic mailbox services, but many companies, particularly those with high volumes of international traffic, still rely heavily on Telex. Also, there are situations where communications to and from Telex terminals are the most appropriate.

QUIK-COMM Telex Access allows U.S.-based QUIK-COMM users to send messages via QUIK-COMM to Telex terminals and addresses in the U.S. or overseas. GE Information Services will be negotiating with foreign governments and regulatory agencies to provide a QUIK-COMM-to-Telex access from overseas locations.

"The unique value of the GE Information Services Telex Access offering is that no mailbox service surcharge is added, and clients are charged only at Telex rates. Also, our clients deal with only one vendor and receive only one contract, one charge, and one bill," said Pengov.

Complete conversion to the QUIK-COMM System can save measurable costs per message over Telex. The new QUIK-COMM Telex Access will allow Telex Access users to communicate to Telex locations using the Telex addressing scheme, save messaging costs, and leverage investments in existing Telex equipment.

"To offer this capability, we have formed a relationship with TRT Telecommunications Corporation, an international and domestic communications carrier," Pengov said.

WPXchange

"There are an estimated 1 million clusters of word processors in the United States alone," said Charles Stambaugh, marketing manager, Office Communica-



John Marcom, Jr., of The Wall Street Journal, talks with Nancy Jamison, left, Ray Marshall, and Jim McNerney (back to camera).

tions Operation. "And that's not counting personal computers used as word processors, and counting each cluster of word processors as a single unit.

"WPXchange is a major advancement in office communication technology in that it will interconnect dissimilar word processors and PCs and their word-processing software without the drawbacks of other systems," he said.

Linked to the QUIK-COMM System, WPXchange is an information storage, retrieval, and translation capability for word processing. It can make editable documents available to more locations worldwide than any other commercially available system—and with no additional user hardware needed.

WPXchange is available first for Wang VS and Wang OIS Systems, and for IBM Displaywriters and IBM Personal Computers running MultiMate software. Additional systems will be added in the near future.

"With WPXchange, clients can use different devices and still share documents both locally and remotely," Stambaugh said. "It is a 'transparent' system so the end-user does not need to be concerned about what type of device or word processing software the recipient is using. The network will make any necessary translations automatically."

This new service gives users three major capabilities: document storage and retrieval; document translation and a link to the QUIK-COMM System; and global electronic mailbox service.

"GE Information Services is aggressively pursuing its goal of meeting its clients' office communications needs," said. "We see the office as an important market for us, and we are willing to make the large investments in time, money, and effort necessary to be a leader in that environment."

THE WALL STREET JOURNAL, MONDAY, OCTOBER 22, 1984

It's not who you know.

Or even *what* you know.
It's *when* you know it.

For in a business environment where your next competitor can come from halfway around the world, knowledge alone isn't enough.

The key is getting the right knowledge to the right person at the right time.

That's where General Electric can help.

Call the GE Business Information Center and we'll introduce you to information technologies that can link you to the future.

Systems and services that combine software, hardware and years of experience in teleprocessing. With the ability to provide you with more telecommunications options than you've ever dreamed possible.

Many were developed to serve the most diversified business organization in the world. And they're all available to you.

Value added networking. Electronic mail. Personal computer integration.

Order service. Material sourcing. "Just-in-time" order release. Distributed project management.

Even intercompany computer systems that link you with your customers. Suppliers. Shippers.

And the list goes on. And on. And on.

In fact, more than 6,000 companies—including most of the world's largest corporations—have found GE can provide integrated solutions to information needs.

Which ought to be good reason to call
(518) 438-6500.

Because, in the final analysis, *competing* is what *computing* should mean.



(518) 438-6500

Registered trademark of General Electric Company.

The above full-page ad appeared on October 22 in The Wall Street Journal as part of a new corporate GE advertising campaign. Current plans call for other ads featuring GE Information Services products and services: business logistics, enhanced communications, software products, and electronic mail. Each ad directs prospects to call the GE Business Information Center for detailed information.

WORTH NOTING

GE looking for new STAR

James Hopenfeld, son of Rosalind Hopenfeld, senior systems hardware engineer, quality assurance, is already attending college as one of 100 winners of the 1984 General Electric Foundation "STAR" Program. Now, the search is beginning for the "stars" of 1985.

The "STAR" (Student and Teacher Achievement and Recognition) Program was initiated last year by the GE Foundation. It provides awards to high-achieving sons and daughters of GE employees and retirees, and recognizes teachers from the high schools attended by the award winners.

No changes have been made this year in any of the provisions of the program. Up to 100 winners will be selected to receive awards of \$1000 each, and an additional \$500 will be contributed to each of their high schools. Each winner will select a teacher to suggest the use of the Foundation's contribution to the school.

Applicants must be seniors in public, private, or parochial high schools during the current academic year and plan to enroll in a full-time undergraduate course of study at an accredited two- or four-year college, university, post-secondary vocational, or technical school. The "STAR" awards are to be used toward higher-education expenses during the recipient's freshman year.

Dependent children of full-time employees, or children of those who retired directly from GE or its majority-owned domestic affiliates, are eligible to compete in the "STAR" Program. Also eligible are dependent children of full-time employees absent with protected service, as well as children of employees who died while in

active service with GE, or after retiring directly from the company.

The Citizens Scholarship Foundation of America, which had the difficult task of selecting the 100 winners from the 1470 outstanding seniors who entered the 1984 competition, will administer the program again this year. The deadline for submitting applications is January 15, 1985. All entrants will be notified by CSFA of the results of the competition on or about April 15.

A brochure which includes an application form and complete details on the "STAR" Program may be obtained from the Maryland Center Mail Room.

Third quarter GE results reported

"We are approaching the end of the second year of a recovery, driven initially by consumer durables and housing markets but lately shifting more to a capital spending impetus," said GE Chairman Jack Welch in reporting General Electric's third quarter financial results early in October. "GE's own incoming orders rates are tending to reflect these trends," he added in commenting on the economic outlook. "As we move into the third year of the recovery, most forecasters, including our own, expect the usual slowdown but there is also optimism that inflationary excesses will not return."

Sales of General Electric in the third quarter of 1984 were \$6.72 billion, Jack Welch reported. This compared with the \$6.55 billion reported for the 1983 quarter.

GE earnings in the third quarter were \$564 million compared with \$499 million for the third quarter of 1983.

Sales in the first nine months of

1984 were \$19.97 billion. Sales for the same period in 1983 were \$19.37 billion.

Earnings in the first nine months were \$1.628 billion. This compared with \$1.445 billion for the first three quarters of 1983. The rate of profit for the first nine months of 1984 was just over eight cents on each sales dollar.

Adjusting for the disposition of Utah International and the Housewares business earlier in 1984, sales were up 10 percent in the third quarter and 8 percent for the first nine months compared with the same periods last year.

Commenting on the results, Mr. Welch said: "Continuing solid improvements in earnings, coming on top of last year's strong performance, reflect tight cost controls, substantial reinvestment for productivity and future development, and economic growth."

Chicago, Rockville employees test new job system

Professional Services and Marketing & Sales employees in Chicago, and Engineering Department employees in Rockville, will be among the first to test a newly designed, newly developed Program for Individual Careers (PIC). PIC is the self-nomination system for job openings within GE Information Services.

The field test is scheduled to run from November 5 through November 23.

In response to data from the 1984 employee surveys, the old program has been redesigned. With the new PIC, which is only for GE Information Services employees, candidates will apply for openings on-line rather than by mail as in the past.

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Another new feature is that those who have applied for a position can check on their applications at any time on-line. The computer program will tell them the status of their application and the reason for that status: being

considered, interview is requested, or no longer being considered. Through the surveys employees said there had been inadequate or untimely feedback to nominees with the old PIC.

After the field test, the new pro-

gram is scheduled to be available to all employees on January 1, 1985. Until then, the current PIC program will continue for all employees except those in Chicago and Engineering Department employees in Rockville.

UNITED WAY

cont'd. from p. 1

people have always been leaders among the GE components in the Washington area in supporting the campaign.

"As a business person," said John Pugh, Riggs National Bank's loaned executive to the United Way, "I find that their record of 91¢ of every dollar donated going directly to the agencies makes a big difference. Your money is going where you want—to help people, not to pay administrative expenses. He was meeting with the department coordinators to help them set up the 1984 campaign.

Gifts deductible

The 75 percent of taxpayers who file the short form may now deduct a percentage of their charitable contributions. In 1984, they may deduct 25 percent of the dollar amount given up to a \$75 deduction. Next year, they may deduct 50 percent of all contributions. Of course, for those who file the long form, the entire contribution is tax deductible.

It is also important to note that four years ago the procedures for contributing were changed to make giving a personal and private commitment. Envelopes are returned with no marking to indicate whether there is a contribution or not.

Volunteers named

Nearly 75 volunteers at GE Information Services in Rockville



John Pugh, loaned executive from the United Way, meeting with the department coordinators and Gary McIrvin, left, and Jim Burns.

are soliciting for this year's campaign. They join over 70,000 others in the National Capital area, who annually volunteer to help the United Way Campaign, the United Black Fund, and their agencies. This campaign is the largest single fund-raising effort in the Washington area.

This year's department coordinators helping with the campaign are: John Flemming, Information Processing Department; Jim Hines, Communications Department; John Hopson, Finance; Sharon Hormby, Software Products/Ventures Business Operations; Margaretta Rothenberg,

Strategic Planning/Operations Integration; Bonnie Sax, National Services Operation; Joe Schmid, Engineering Department; Larry Signora, International Sales and Services Operations; Ileana Slagle, Marketing Services Operation; Sherry Sobotka, Employee Relations; Paul Tilley, GE Accounts and SDC; Ed Wetzels, Marketing and U.S. Sales Operations; and Bettye Wolfe, Legal.

In addition to Gary McIrvin are: Jim Burns, Assistant Chairman; Dee Dee Adams, Secretary; Hal Scheinberg, Treasurer; Chuck Sarich, Facilities; and Polly Barnes, Publicity.



Blitzed: Mark Alexander, manager, sales, Office Communications Operation, recently received a management award signed by GE Chairman Jack Welch for organizing and orchestrating this summer's QUIK-COMM™ sales blitzes. "To me, Jack Welch is saying that new businesses are very important to GE and that entrepreneurial risk taking should be rewarded," Alexander said. The philosophy behind the blitzes was the quick integration of the Office Communications thrust into the field, motivating people by having fun selling, and making high level contacts in the Fortune 1000. Some of the statistics on the blitz show how much perspiration went into it and how successful it was: 15,000 letters sent out; over 1300 sales calls completed; hundreds of demos; millions of dollars of other services sold; 70 to 80 closes on the QUIK-COMM System; and 600 to 700 GE people trained on the QUIK-COMM and other Office Communications Operation products. Not bad, considering it was also done on a shoestring.

On the move

Agans new vice president, Finance

Robert M. Agans became vice president, Finance Operation, reporting to GE Information Services President Walt Williams on November 1.

Agans joined GE in 1968 on the Financial Management Program at the Power Circuit Breaker Department. He joined the corporate audit staff in 1971 and the Plastics Business Division in 1975. He became manager, financial operations analysis for the Far East Area Division in 1978 and moved to GECC as manager, corporate financial planning and analysis in 1980.

Agans, a graduate of Rutgers, joins GE Information Services from his most recent position as

manager, financial operations, for Real Estate Financial Services Division.

Arnold B. Capstick has been appointed manager, Maryland Supercenter. He was previously manager, supercenter techniques.

Marchese named vice president

Joseph F. Marchese has been appointed vice president, Telecommunications Planning, Strategic Planning and Operations Integration. In this assignment he will be developing and refining GE Information Services' strategies in telecommunications services markets.

He joins GE Information Services from COMSAT where he was executive director of Corporate Development. Previously he was with IBM where he had extensive experience in the design, development, and program management of telecommunications products,

as well as in directing multinational business ventures.

He is a graduate of Duke University and received his MSEE from Drexel University.

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INFORMATION SERVICES

General Electric Information Services Company, U.S.A.

UPDATE

News and Information for GE Information Services Employees

December 14, 1984

1984 Engineering Department Quality Improvement Program

Early this year, Bob Hench, vice president and general manager, Engineering Department, told his staff of his commitment to quality. He said that while he knew that Engineering was very quality conscious, he was also aware that in a rapidly changing technology, there was always more that could be done to improve the production and delivery of quality products. In February, he assigned Jim Porter to head up a Quality Improvement Program for the Engineering Department. The following article, by Jim Porter, summarizes the work of the program.

At the Department meeting in March, Tom Taylor, manager of quality assurance and I outlined what we hoped to accomplish in 1984. Tom said that the Engineering Department has had an excellent track record over the past 15 years, that what we have pro-

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Teamwork wins Porsche

On May 16 when GE Information Services Company entered the race for a contract with the German automobile manufacturer Porsche, it appeared the competition was in the fast lane and accelerating.

Few were betting that GE Information Services would have the horsepower to be the winner. After all, the competitor specializes in applications for automobile dealers and distributors and already had won a contract.

The contract was to provide a dealer communications system for 239 U.S. Porsche dealers, link-

ing them with each other and provide car and parts order entry and inventory inquiry, and warranty claims processing. Previously, Volkswagen of America had handled the distribution of Porsche cars and parts in the U.S.

On June 11, after severing their business relationship with the competitor, Porsche signed an agreement with GE Information Services for 250 IBM PC XT's to be linked with an IBM System 38 host processor in Reno, via MARK III® Service. The contract allowed 80 days for the design,

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Tom George and Porsche drive a good deal. Salesman Jack Frizzell (at left) will be using the system.

PORSCHE

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development, and implementation of the system. A race of a different sort was about to begin.

From the start

The story actually began in April when San Francisco-based technical services representative Craig Yamamoto heard a CBS

news report regarding Porsche's organizing a U.S. headquarters in Reno. Unable to find a Reno telephone number for Porsche, he made an inquiry to the GE Information Services office in Stuttgart, Germany, Porsche's world headquarters, using the QUIK-COMM™ System.

The report confirmed, district sales manager Mike McDowell called on Porsche in Reno and learned that a letter of intent to use the competitor's services had been signed. However, Porsche agreed to a meeting with account executive Tom George to discuss their project. In the meeting George learned that the competi-

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Perseverance paid off

On more than one occasion, the San Francisco-based sales team could have written off Porsche as a lost opportunity.

When tech rep Craig Yamamoto's numerous attempts to get a phone number for Porsche proved fruitless, he contacted the GE Information Services office in Stuttgart, Germany. There, account rep Dieter Weidman contacted Porsche AG, getting the names and phone numbers of key people in Reno. After several months, Weidman also secured a commitment from Porsche to use the GE Information Services network to link Stuttgart and Reno.

When district sales manager Mike McDowell first contacted Porsche's vice president of information systems Tim Smith in Reno, McDowell was told a letter of intent had already been executed, hardware ordered, and software development begun with a competitor.

Nonetheless, McDowell was successful in getting Smith to agree to hear a presentation on GE Information Services new enhanced communication capabilities.

On returning to San Francisco, McDowell teamed up with the local sales and professional services organizations

to develop a strategic plan aimed at winning the Porsche business opportunity.

That plan focused on GE Information Service Company's technological capabilities and the resources that could be pulled together quickly to meet a tight deadline.

Porsche's management liked what they heard, but could not spare the time to develop contingency plans. Tom George, account executive, offered to prepare a no-strings-attached contingency plan, based on Porsche's functional requirement specifications and project schedule, which already existed.

Within a week, Tim Smith called to say Porsche was interested in visiting the San Francisco office to discuss the scope of the contingency plan. At that point, professional services district manager Joel Niemeyer added to the expertise of the MARK III Service and MARK 3000 Service team with several large-scale project managers and business analysts. By the time of the San Francisco meeting, a team of 13 employees were pursuing the Porsche opportunity.

After hearing more about GE Information Service Com-

pany's capabilities and commitment to deliver a system by September, Porsche assigned two of their people to the San Francisco office for a week while the contingency plan was to be written. At the end of that week, Porsche management was first to review the written proposal and then return to San Francisco to discuss it.

Then came the shocker.

At the appointed hour of the meeting on Monday morning, the Porsche people did not show. On calling Reno, Tom George was told the plan was not substantive enough to warrant Porsche's review. George explained that the team would add all the details during a meeting he requested for that afternoon in Reno.

Porsche agreed, and George, McDowell, and Niemeyer caught the first plane out, intent on securing Porsche's commitment to continue the project with GE Information Services as the vendor.

After hearing the options, Porsche selected a MARK III Service approach and signed a letter stating that they would cover any cost incurred by GE Information Services Company on the project.

Perseverance had paid off.

tor's proposed solution was complex and risky, involving numerous vendors.

A ten-person GE Information Services team including Yamamoto, McDowell, and George produced a proposal that emphasized the company's strengths: network, professional services, PC hardware and maintenance, and training capabilities—in other words, a one-stop shop.

As the competitor began to fail in its plan to deliver, Porsche was sold on a GE Information Services contingency plan. Then the competitor's delivery plan slipped from September to December. On June 11, Porsche ordered a MARK III based system to be operational by September 1, with all dealers on line by February 1, 1985.

Like a well-oiled machine

"A tremendous amount of team work and resourcefulness paid off for us," says Tom George. "Account executive, tech reps, district and region management, and Professional Services worked together like a well-oiled machine to achieve our goal. Also, headquarters broke through red tape on a PC price very quickly."

With a contract in hand, the team had 80 days to get this enhanced communication system up and running to support a \$750 million sales and service operation from Seattle to Sarasota.

Lead project manager Nancy Fugett says the first three weeks were spent with MARK III Serv-

ice's Larry Fruzzetti and a team of specialists who looked at the client's requirements and designed a system to meet those needs. The system was designed so the host computer, an IBM System 38, can access MARK III Service and pull down data collected from dealers' PCs whenever the client wishes (Tim Smith, vice president of information systems at Porsche, coined the term "virtual collector" for the functionality MARK III Service provides). There is also telecommunication between Reno and Stuttgart.

The client had subcontracted the IBM PC application software development with another vendor. It was up to the GE Information Services team, led by program analyst Bill Danyeur, to coordinate that software development. Among other things, they saw that the user manual had to be rewritten, Fugett says.

Also, programmer Brian Hebener began integrating Softran, a new user-friendly program that allows both downloading and uploading of PC software via MARK III Service.

Jeff Green, installation manager, is coordinating the IBM PC XT installations for each of the 240 client sites, which includes coordinating pre-installation surveys and telephone hookups. Integrated Communication Services Operation (ICSO) does the survey, sets up PCs at each dealership, and provides ongoing maintenance. Before the PCs are shipped, DOS is being loaded onto a fixed disk of each microcomputer.

Dave Abbott, a programmer analyst who is serving as training manager, with the assistance of educational services' Patrick

Kennedy, is responsible for training some 600 people on how to use the system. Training sites are Rockville, San Francisco, and Houston. All 600 are to be versed on the system by the end of January 1985.

Abbott and Kennedy have trained six client services representatives on the system so they can support Porsche dealers. Porsche has provided client services a PC XT so they'll be well prepared to find a solution to any difficulty a dealer might have.

"It's a unique system in that you're building a database and editing at the PC level," Abbott says. "And the total connect time with MARK III Service might be only 20 minutes or so a day for each dealer."

Eleven California dealers, a pilot group, have already been trained and were up and running on the system on September 1 as promised.

When the project is completed, monthly processing revenues are projected at \$75,000. Revenues from Professional Services support are projected at \$500,000 in 1984 and \$200,000 in 1985. The order for 200 IBM PC XTs has generated approximately \$1.2 million.

ENGINEERING

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duced is good, exceeding our quality goals, and that our clients recognize this. But, he added, we want to do better.

The Quality Improvement Program that was outlined addressed fostering greater product ownership by the developers and developing a high level of quality awareness within the department. To accomplish the first, the traditional role of quality assurance and the development organizations needed to be reexamined. The product support and test functions would be transferred from QA to the development organization. This move would emphasize QA's function of ensuring that quality is designed into the products rather than determining product quality through final testing.

To develop a high level of quality awareness, key quality issues would be brought up, and task groups to address them would be established. A Quality Council was also announced to work with

me to see that the goals were met.

The Quality Improvement Program was based on the Quality Leadership Curriculum, developed by the Technical Education Operation in the General Electric Corporate Consulting Organization. The first phase was to have a one-day workshop for the Engineering Department staff. At this workshop, the managers explored quality concepts and trends, quality requirements to compete in a worldwide environment, the hidden cost of quality, and comparisons against world standards of excellence. The result of this workshop was a list of broad quality issues that should be addressed in order to assure that the quality of our products keeps pace with the expectations of our clients.

The second phase of the quality improvement program was to bring together a team of 20 people from throughout the department to examine these issues that were identified by the managers and to propose meaningful programs to address them. Their analysis of

the issues lead to the following programs:

- **External Exposure** — Our clients are becoming more educated in computers and their expectations of service is broadening. Our programmers need to maintain a close relationship with clients in order to fulfill their requirements better.

- **Personnel Development** — With rapid growth in our profession and the need for many new products from Engineering, there needs to be continued growth in our individual training programs to instruct new people coming into Engineering about the methodology and technology in use. The existing staff also needs to keep pace with the new technology being developed within the industry.

- **Development Tools** — Individual productivity can be improved if the proper tools are used. New tools are developed daily, and programmers in Engineering need to know about them and have an opportunity to make use of them.

- **Specification Methodology** — In order to produce the product right the first time it is necessary to know what that product is supposed to be. The requirement specification plays an important role in defining what it is that the programmer is to produce. The methodology for producing these specifications and the review process should be examined and improved upon wherever deficiencies are seen.

- **Software Development** — The larger systems that are now being produced require the most talented leaders available. Many of our products encompass several disciplines, such as operating systems, communication systems, and personal computers. This complexity requires special skills for the person who will be the technical leader of the project.

Work is now underway in these specific areas. There will be greater emphasis on being sure

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Hardware Standards Manual released

As part of the continuing effort to improve product quality, the Engineering Department has released a "Hardware Standards Manual," which defines the methods for evaluating, developing, and releasing hardware products.

"The manual is a product of the Engineering Standards Program," said Robbie Cooke, manager, Engineering standards program, "and it was produced as a joint effort among systems engineering, MARK III® hardware systems, communications systems hardware, and quality assurance hardware."

Included in the manual are standards and guidelines defining the following aspects of

the hardware product development cycle: project management plans, technical reviews, requirements definition, functional specifications, product evaluation procedures, design practices, design documents, prototype specifications, production unit specifications, test plans, hardware modifications, and product release procedures.

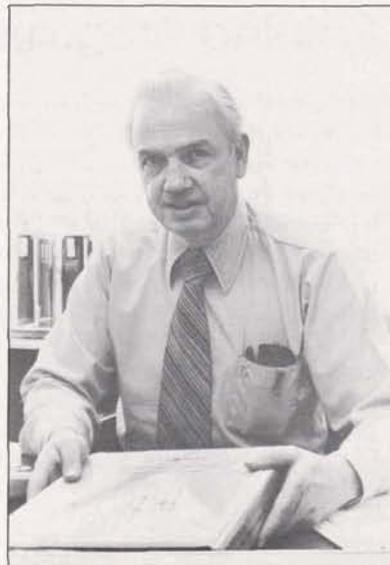
The Hardware Standards Manual can be obtained through OLOS (order number 0000.46) effective immediately.

Other inquiries regarding the manual should be forwarded to Robbie Cooke, QK address COOK or DIAL-COMM 273-5937.

that the product specification is prepared with client needs and expectations in mind. A new organization within quality assurance will be working with the development organizations to help the process of building quality into the product starting with the requirement specification. The Software Engineering Manual, which defines the standards that are to be followed in the development process, is to be reviewed and updated where necessary. The Common Practice instructions are also being revised to reflect new procedures being put in place. Courses are being planned to ensure that all Engineering personnel understand the methodology we are using in the department.

Other courses on our system architecture and new technologies is an ongoing process and will be continually monitored to be sure that the best training is available to our employees. A task group has been formed to look into cataloguing tools currently in use and to survey the industry on useful new tools.

The Quality Council has been invaluable in defining these programs. The members are Helen Hardenberg, MIMS® Systems; Bill Heath, GCOS; Chris Brook, communications; Louise Wolff, applications; Don Ivey, MARK III® Systems; Chuck Stevens, systems engineering; Jim Morgan, quality assurance; and Bill Colbert, MARK 3000™ Systems.



Jim Porter

Milestones

Congratulations to the following employees who are celebrating service anniversaries:

October

John Bailo (Schenectady)	30
David Clark	25
Marvin Lewis	25
Harold Moore (Nashville)	20
James Lyons	15
Robert Simmons	15
Gloria Chang	10
Carl Erickson	10
Carol Grish	10
Per Saether	10
David Burgbacher (Brook Park)	5
Perfecto Cobian	5
Stephen Crowley	5
Craig Gilly	5
Leonard Gorden	5
Barbara Jones (Nashville)	5
Fran Rothenberg	5
Michael Townsend (Brook Park)	5
Janet Whitcomb	5

November

Doreen Hilts	30
John Wallis	25

Bernard Wexler	25	Donald Burke	15
Thomas Rosser (Schenectady)	20	(Schenectady)	
Louis Van Dyck	20	Stephen Heil	15
Tony Crisafulli	15	(Albany)	
Albert Levy	15	Tim Madison	15
Dennis Thomson	15	James Clement	10
William Bates	10	Pamela Dennis	10
Rebecca Cook	10	(Schenectady)	
David Assmus (Brook Park)	5	Tahia Herd	10
Alonza Barker (Brook Park)	5	(Brook Park)	
Frank Billerio	5	Anthony Marcin	10
Patricia Dunn (Brook Park)	5	(Brook Park)	
Rosalind Ferro	5	Leslie Rice	10
Paul Grady (Brook Park)	5	(Brook Park)	
Michael Higgins (Brook Park)	5	Terry Rochford	10
Kathleen Hopkins	5	Joyce Rose	10
Angel Hernandez	5	(Brook Park)	
Jagdish Kasat (Nashville)	5	John Yost	10
Paula Wiltrout	5	Rudy Becker	5
		Mattie Blake	5
		Sharon Burton	5
		Gwo-Chuys Chen	5
		Patricia Cox	5
		Stephen Felder (Brook Park)	5
		Paul Forte	5
		William Linker	5
		Carolyn Silvey	5
		Susan Steele	5
		Leonard Stumpf (Brook Park)	5
		Kurt Trent	5

December

Jansz Vanderveer (Albany)	40
Jack Mulford	30
Lee Anderson	25
Philip Berns	20
Fred Helms (Schenectady)	20

Training programs address management needs

Over the course of the summer, Jeanne Freeman, manager, management training, human resources programs and practices, Employee Relations Operation, conducted a needs analysis on management training. The result of interviews and group meetings with more than 150 employees and the Employee Practices Survey results identified a number of needs that some training programs already in place met. Other programs have been developed recently, and more are planned to address other identified areas.

The following programs are already in place:

NEON—Five-day orientation program for the field; offered by Education Services.
Contact: Lynette Hewlett

Headquarters Orientation Program—One-day orientation for new headquarters employees; offered by Education Services (9/84)
Contact: Fred Wood

Career Strategies—One-half day workshop and use of an individual planning guide for ongoing career planning; offered by Employee Relations. (9/84)
Contact: your Employee Relations manager

Project Management—Four-day program in managing software Engineering projects; offered by Education Services.
Contact: Dave Galegos

GENESIS for Managers—Eleven-day program that reviews the consultative selling process and management practices; offered by Education Services. (8/84)
Contact: Jack Hauber

Technical Supervision and Management—Five-day program in communications, stress management, time management, and problem solving skills; offered by Engineering training.
Contact: Cher Witt

Team Building—Three-day team building process for intact work units; coordinated by Employee Relations. (10/84)
Contact: Jeanne Freeman

"A number of these programs are recent, and they are in response to the issues that have surfaced," Jeanne said. "The various training groups are planning to collaborate to provide more integrated services. We are developing systematic training and development programs for all levels, from individual contributors through general management training. As these systems are put in place, we will be letting everybody know."

The programs slated to be developed are:

New Manager Orientation (7/85)
Contact: Jeanne Freeman

Managing Project Resources (9/85)—Four-day program focusing on project, time, and resource scheduling; offered by Engineering training.
Contact: Cher Witt

Business/Financial Management for Managers (85)
Contact: To be named

High Performance Management (12/84)—One-day skill building program covering performance planning (establishing mission, goals, objectives, and work plans), and discussions of appraisals, career development, and salary planning for managers; offered by Employee Relations.
Contact: Your Employee Relations manager or Jeanne Freeman

Managing in the '80s (2/85)—Four-day program combining team building, concepts from the New Managers Development Course, and GE Information Services applications. Designed for experienced managers—those with more than 12 months tenure, who have not attended the New Managers Development Course; offered by Employee Relations.
Contact: Jeanne Freeman

GE employees share \$35.6 million under ESOP

More than 237,000 GE employees are sharing in a total of \$35.6 million in GE stock as a result of the most recent GE contributions to the GE Employee Stock Ownership Plan.

The company payment covers the 1983 plan year. It will result in each employee being credited with \$5.33 worth of GE stock for each \$1000 of his or her GE earnings in 1983. These credits are being added to any previous credits you may have received under ESOP.

GE finances the Employee Stock Ownership Plan under a government-encouraged arrangement. It allows the company to provide an amount equal to one-half of 1 percent of its yearly payroll costs

for the purchase of stock for distribution to employees, thus making virtually all employees stockholders in the company.

Good tax shelter

Credits go into an employee's ESOP account each fall according to his or her earnings the previous year. The stock remains in each employee's account collecting dividends which are reinvested. An employee receives the accumulated shares at retirement, or when he or she leaves the company for some other reason. The plan makes a good tax shelter since the shares and dividends are not taxed until an employee retires.

The newly announced credits

for 1983 earnings provide participants with an average of 2.7 shares of stock. On the average, an employee who has participated in ESOP credits during the six years of its existence has been credited with an average of 14.3 shares of stock. He or she has also received an additional 2.5 shares as a result of automatic dividend reinvestment, for a total of 16.8 shares.

The current value of the stock received through ESOP by the average employee is about \$1000. The plan first became effective in 1978 and, since that time, GE has provided ESOP participants with a total of 3,423,200 shares valued currently at nearly \$200 million on the New York Stock Exchange.

October S&SP prices

Here is the report on the prices for GE Stock, Mutual Fund, and Holding Period Interest Fund used

under the Savings and Security Program to credit participants' accounts.

The Long Term Interest Fund price for the last day of the month is also shown, as well as year-to-date annual income rates for both the HP and LT Funds.

Month	Stock Price	Mutual Fund Price	Holding Period Fund				Long Term Fund		
			Price	YTD Annual Income Rate (a)			Price	YTD Annual Reinvestment Income Rate	
				1981	1982	1983	1984		
January	\$ 56.482	\$32.991	\$10.00	13.2%	16.5%	13.7%	13.0%	\$10.42	11.8%
February	\$ 53.206	\$30.989	\$10.00	13.2%	16.6%	13.7%	13.2%	\$10.30	12.0%
March	\$ 52.188	\$30.915	\$10.00	13.2%	16.5%	13.6%	13.2%	\$10.14	11.7%
April	\$ 53.825	\$30.831	\$10.00	13.1%	16.5%	13.6%	13.3%	\$10.02	11.7%
May	\$ 53.875	\$30.845	\$10.00	13.1%	16.5%	13.6%	13.3%	\$ 9.76	11.6%
June	\$ 53.250	\$30.309	\$10.00	13.1%	16.5%	13.6%	13.3%	\$ 9.67	11.7%
July	\$ 50.756	\$29.953	\$10.00	13.1%	16.5%	13.6%	13.3%	\$ 9.83	11.8%
August	\$ 57.158	\$32.927	\$10.00	13.1%	16.5%	13.6%	13.3%	\$10.00	11.8%
September	\$ 56.658	\$33.236	\$10.00	13.1%	16.5%	13.6%	13.3%	\$10.13	11.9%
October	\$ 56.065	\$33.128	\$10.00	13.1%	16.5%	13.6%	13.3%	\$10.49	11.9% (b)

(a) The "announced" HP Fund Rate was 13.00% for 1981, 16.25% for 1982, 13.25% for 1983, and 12.75% for 1984.
 (b) At October 31, 1984, the net current yield of the long term investment portion of the fund was 12.75%.



Just Desserts: Warren Rose, electrical engineer consulting specialist (left); Bill Clem, contract administrator; and Rudy Becker, senior facilities design engineer (right), recently received management awards from Gary Mueller, vice president and general manager, Information Processing Department. They were recognized for their outstanding contribution to the facilities design and installation of five Satellite Business Systems earth stations throughout the United States. Jerry Way, facilities engineer and planning services manager, (not in photo) was also recognized for his project management.

People on the move

Richard M. Evans—has become manager, professional relations & practices, Employee Relations Operation. Rich, who was the employee relations manager at the Ohio Supercenter, will be responsible for providing staff support in compensation, staffing, and employee practices for the Integrated Communication Services Operation.

Denise Fields—has become

manager, product communication, marketing communication, Marketing Services Operation. Denise is responsible for product advertising, promotions, trade shows, brochures, audiovisuals, speeches, and seminars. She joins GE Information Services from the Harris Corporation where she managed marketing communications.

Sales support managers named

Paul Inserra, manager, major opportunities, GE Accounts and Systems Development and Consulting, has announced the roster of sales support managers. They are: Paul Tilley, Eastern Area (8*273-5635, QK PAULT); Dan Weinfurter, Central Area (8*273-4866, QK DANW); Jane Crawford, Western Area & Federal government (8*273-5939, QK CRAW); and Dan Lessard, National Services (8*273-5701, DANL).

1985 holiday schedule set

The following will be holidays for most GE Information Services locations. Please make a note of them to help in planning meetings.

Date	Holiday
Tuesday, January 1, 1985	New Year's Day
Monday, May 27, 1985	Memorial Day
Thursday, July 4, 1985	Independence Day
Monday, September 2, 1985	Labor Day
Thursday, November 28, 1985	Thanksgiving Day
Friday, November 29, 1985	Day after Thanksgiving Day
Tuesday, December 24, 1985	Day before Christmas Day
Wednesday, December 25, 1985	Christmas Day

In addition, there are two elective holidays. Employees hired between January 1 and June 30, 1984, have two days. Employees hired between July 1 and October 31, 1984, have one day. Employees hired after October 31, 1984, do not get an elective holiday.

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