

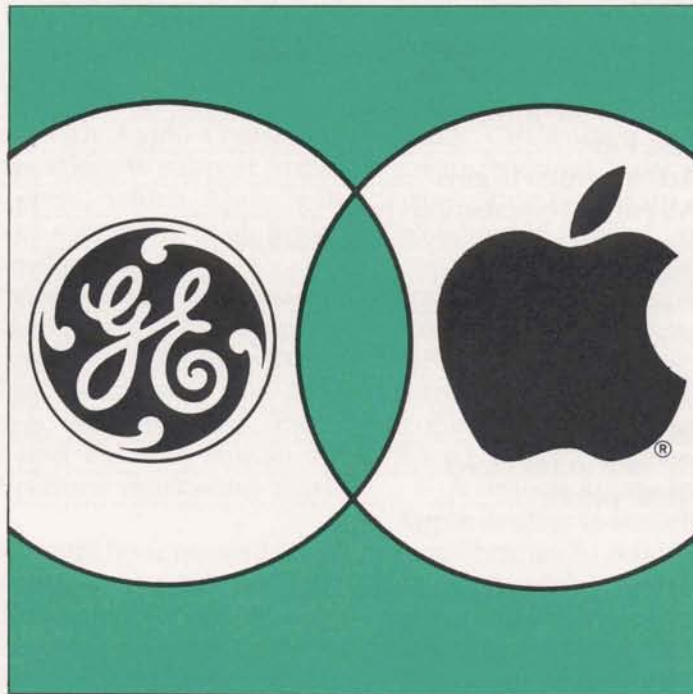
FEBRUARY 1985

SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

cover story

CREATIVITY AT CORE OF APPLE WIN



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ADVERTISING CAMPAIGN BEGINS

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SPECTRUM is published by Employee Communication, General Electric Information Services Company, 401 N. Washington St. 01B, Rockville, Maryland 20850, U.S.A. for employees. For distribution changes QUIK-COMM: OLOS. For additional copies QUIK-COMM: OLOS, publication number 0308.02.

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**INFORMATION
SERVICES**

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

CREATIVITY AT CORE OF APPLE WIN

"It was the wildest roller coaster ride of a sale I've ever seen," said Matthew Leek, Silicon Valley district manager, northwest region.

Matt was referring to the contract GE Information Services Company has with Apple Computer, Inc. to provide data communications to support Apple dealers worldwide. The system, which Apple will call "AppleLink," consists of electronic mail, bulletin boards, and information libraries.

The ups and downs of the budding business relationship saw new heights in a meeting with Apple's top management and GE Information Services' Mike Emmi, senior vice president, Marketing and U.S. Sales Operations, Bob Hench, vice president, Engineering Department, and Ron Fellows, enhanced communications and applications marketing manager.

"It was Bob Hench's eleventh-hour presentation that convinced them we could do the job from an engineering standpoint," Ron said. "It was also at this meeting that they became convinced that we at GE Information Services have a quality they refer to as 'vision,' that creative view of what the future can hold."

Because Apple's management style values minimal business structure, Steve Korn, enhanced communications product marketing manager, said meetings were usually off-site, informal discussions rather than formal presentations.

"One of the things we learned," Steve said, "is that you don't need a cast of thousands—just a dedicated few. We also learned how creative pricing can make the difference."

Traditional pricing by resources consumed was thrown out and major opportunities accepted the challenge to create a pricing scheme to make the service attractive and affordable to the client.

"What we came up with," said Paul Inserra, manager, major opportunities, "is a pricing plan that

gives the client flexibility in terms of cost and quality of service."

Apple pays a fixed rate for the number of ports available into the network, rather than by how many CRUs are consumed. Too few ports could mean frequent busy signals and frustrated dealers attempting to dial up AppleLink, so more ports can be added if needed.

AppleLink ties together communication programs running on the Macintosh and MARK III® Service. The user interface running on the Mac uses GE Information Services error-free protocol to pass transactions to the QUIK-COMM™ System for electronic mail and posting to the QUIK-COMM Bulletin Board, as well as to access text libraries.

A unique key word search capability will allow Apple dealers to search large technical and sales support libraries to retrieve current Apple information.

In Apple's view, it's a cost-effective means of providing client services support. Apple strategists saw that costs for traditional client services to their dealers were skyrocketing. The AppleLink solution is expected to reduce support costs significantly and improve the quality of information to the dealer. It's scheduled to be up and running for Apple's 2,000 domestic dealers and worldwide support organization in June. Apple's international dealers will have access to AppleLink later in 1985.

"AppleLink is an innovative product that we believe will be in high demand by corporate America so we're working to make it commercially available early in the second quarter of 1985," said Jack Griffin, northwest region manager.

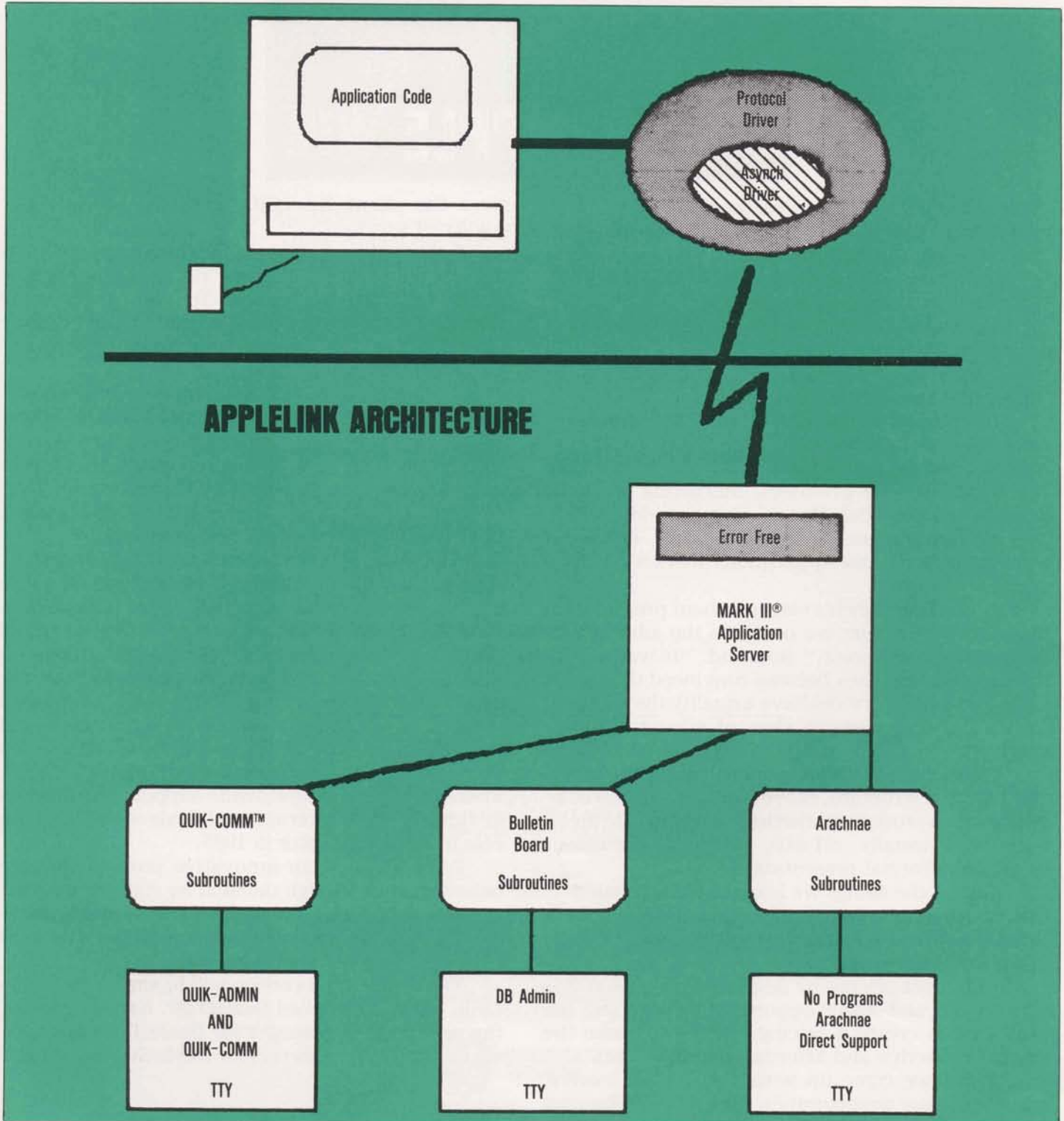
The commercial version will be similar to AppleLink, but will be called DealerTalk. Karen Giventer, the new product manager for DealerTalk, said typical customers for this service will include auto parts

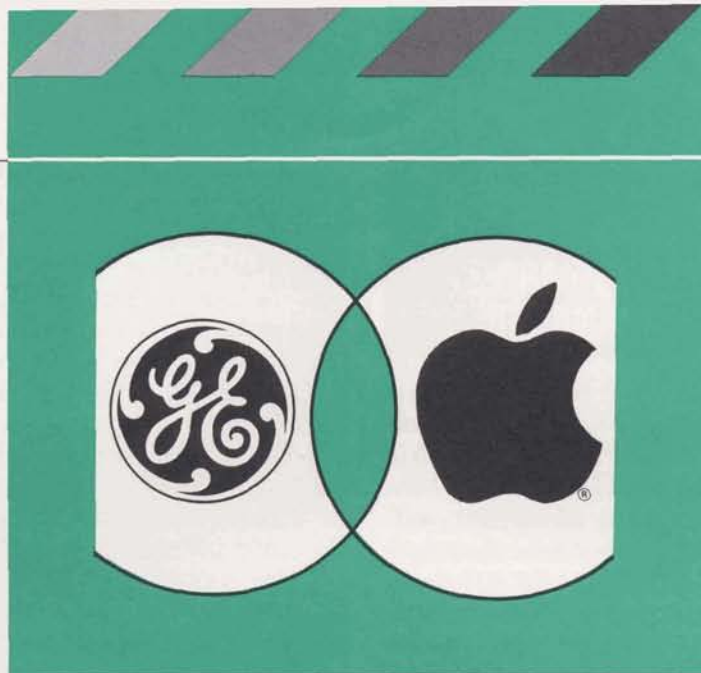
and appliance manufacturers and any other suppliers of products sold through dealers.

While it's GE Information Services' first big step into the world of consumer retailing, there likely will be additional consumer and corporate-driven joint enhanced communications services ventures with Apple. Michael Henesey, sales planning and development manager, Western Area, has an office at

Apple's Cupertino, California, headquarters, while serving as GE Information Services' liaison with that company.

For additional information about the project, contact Matthew Leek, Kevin McDonald, or Carolyn Len, technical representative, at QUIK-COMM: PALO.





APPLELINK: HERE'S HOW IT FUNCTIONS

AppleLink is a true distributed application. Part of the code is in real-time execution on the Apple Macintosh; part is running as a time-sharing application on MARK III foreground service. In reality, the MARK III component of the system appears to be a transaction processing executive; the program is "passive," in a read state, waiting for the Macintosh to issue a transaction requesting work to be done. Furthermore, the MARK III program maintains little linkage between transactions—each request for work is viewed independently from its predecessors. This independence permits the Macintosh to appear to be doing several tasks on the "desktop" simultaneously. The Mac user may be looking through the technical database, not see what he is looking for, and open a window to send a piece of mail to his Apple support organization, without ever appearing to leave the database structure.

As can be seen in the diagram, the MARK III Server program depends upon the services provided by QUIK-COMM, Bulletin Board, and the Arachnae textual retrieval database system. Each of these subsystems, in their own overlay, has been made available to the server in subroutine form; future enhancements to the system necessitate making such callable routines available to bind into the server to provide the desired services.

Of considerable interest is the fact that all communications, following network sign-on and password validation, are conducted between the Macintosh and MARK III using GE Information Services' blocked Async transport layer protocol, developed by Robert Metcalfe of the Berkeley Engineering organization. Apple was provided with a subset of the overall protocol for implementation on the Macintosh and, as can be seen

in the diagram, is contained as a part of the operating system. The protocol services are bound into the application code on MARK III; while such end-to-end protocol coverage duplicates the functionality of much of the secure links in the network, it does provide error-free communications independent of world-wide location, and the ability to ship any type of data (MacDraw, MacPaint, executable code, etc.) between the Mac and MARK III via 8-to-6 bit conversion.

*Kent Schwab, manager
District Systems
Oakland, California*

SHARING THE FRUITS OF THE APPLE VICTORY

When Matthew Leek, district manager, and Kevin McDonald, account manager, received their bonus checks for closing the AppleLink deal, they decided to share the fruits of their victory with the other GE Information Services' employees who played a role in the win.

"A lot of people burned the midnight oil," Kevin said. "People like Ralph Bice, Joey 'G,' Mark Bloomquist, Kent Schwab, and many others did exceptional work. We wanted to say 'thank you' in a way that would show our appreciation for the work they did."

Kevin and Matt took a large part of their bonus check and divided it up among the fifteen or more GE Information Services' employees who were involved in the deal. Recipients were east and west coast employees in Marketing and U.S. Sales, major opportunities, Systems Development and Consulting, Engineering, and other areas.

While Kevin and Matthew asked that the extent of their generosity not be published, it can be said that the total given was in the five-figure area.

