

MARCH 1985

# SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

*cover story*

## MAKING A SPLASH AT INTERFACE '85



*page 5*

**FIFTH GENERATION DESCRIBED**

*page 8*

**EAST·FAX**

*page 13*

**MAKING SOFTWARE POLICY PAY**

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

cover story

## ANNOUNCEMENTS, PAPERS IMPRESSIVE BOOTH: MAKING A SPLASH AT INTERFACE '85

Four new GE Information Services offerings were unveiled at INTERFACE '85, March 4-7 in Atlanta. At the March 5 press breakfast, Mike Emmi, senior vice president, Marketing & U.S. Sales Operations, and Bob McCalley, manager, Enhanced Communications Venture, introduced QUIK\*WARE™ Service, the DealerTalk™ System, MARK\*NET™ 3270 Bisynchronous Service, and agreements with three International Record Carriers (IRC) to provide new access to MARK\*NET Service from nearly 60 countries and to expand MARK III® Service and MARK 3000™ Service to almost 30 additional countries.

The occasion for the announcements was the 13th annual conference and exposition for data communication and information processing, INTERFACE

'85. Held at the Georgia World Congress Center and sponsored by *BusinessWeek* and *Data Communications*, the show featured booths from providers of information processing and data communications, including GE Information Services' impressive offering. (See photos, pages 2 and 3.) GE Information Services participated in INTERFACE '85 as part of the efforts begun last month to increase the level of awareness of the company's product and service offerings and to prepare the marketplace for a major enhancement to be announced in the third quarter of this year. (See the second ad in the campaign announced last month, page 4.) INTERFACE '85 also featured seminars and formal paper presentations.

Art Hyder, manager, Enhanced Communications market planning, (see page 5) and Donna Valtri, senior project manager, Enhanced Communications Venture, both presented papers on March 4. Donna's paper, "Regulatory Issues Affecting Enhanced Telecommunications Networks," describes the complexity and confusion that has resulted from three separate governmental agencies' attempts to introduce a greater level of competition into the telecommunication industry. Art's paper traces the five generations of networks.

### Booth Features Demos

The GE Information Services booth, which used the theme, "Prepare Yourself for a Higher Level of Intelligence" with the associated Einstein figure, featured live demonstrations of the newly announced QUIK\*WARE Service and DealerTalk System, as well as the micro integration packages.

The QUIK\*WARE Service, which is slated to be available in the third quarter, is designed to help a company automate and manage its software ordering and distribution process through an IBM PC or compatible terminal.

For many organizations, managing a wide array of new software products is a major task, and QUIK\*



Mike Emmi



*Making sure the laser works.*

WARE Service is designed to help deal with some of the problems, such as: making sure that the right software package goes to the right person, ensuring that everyone in the organization uses the same software for a common purpose, prompt and reliable physical delivery of software, and consistent and competitive prices for all user locations.

All a user needs to do to order software on the service is point and select what he wants. In addition,

the software can be electronically distributed to an IBM PC or compatible device immediately with the printed documentation shipped. The user also has the choice of having a complete hard copy package, with the software on a diskette, delivered to one or more addresses.

The DealerTalk System, which is based on the recently announced AppleLink, consists of three basic modules: a text data base for fast access to in-



*Norm Harvey checks out his demo before the show opens.*



*Bob McCalley at the press breakfast.*

formation, a bulletin board for sharing information, and an electronic mail service for instant communication. Access to Gannett's USA Today Update electronic information service, a computer conferencing facility, an order service module, and an electronic software distribution capability are other available options.

#### **3270 Bisynchronous Service Added**

The announcement of 3270 Bysynchronous Service is an important milestone for MARK\*NET Service. "The 3270 BSC connection allows 3270 Information Display System station clusters to communicate with 3270-compatible hosts through MARK\*NET Service," Bob McCalley explained to the press. "The IBM 3270 Display Stations connected to the GE Information Services network can access 3270 applications on one or several hosts, which eliminates the need for duplicate equipment, communication facilities, and network management."

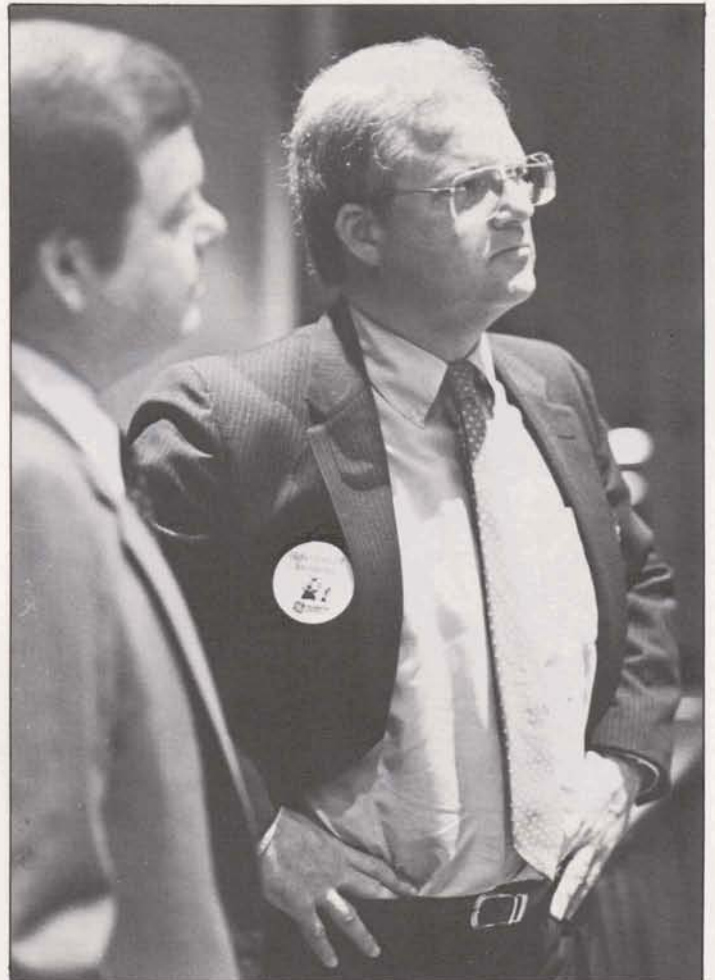
The Display System Connection offers the following features: connectivity through dedicated leased-line, single and multi-drop connections via full-duplex communications facilities, or public dial (switched) connections via half-duplex, two-wire switched facilities; transmission speeds of 2400 to 9600 bps for dedicated connections and 2400 to 4800 bps for dial connections; MARK\*NET Access at 62 major U.S. locations for dedicated connections, and 200 major U.S. locations for public dial connections; and complete network management capabilities.

The 3270 Bisynchronous host connection has the following features: dedicated connections via full-duplex communications facilities; transmission speeds of 2400, 4800, 9600, and 19,200 bps for dedicated connections; MARK\*NET Access connections at 10 major U.S. locations providing nationwide coverage for dedicated host connections; and host connection configuration parameters which offer pre-

connection assistance to accomplish the client's host configuration.

#### **IRC Agreements Expand International Access**

The announcement of the GE Information Services agreements with ITT Worldcom, RCA Globcom, and TRT Telecommunications nearly doubles the number



*Mike Chamberlain (left) and Bob McCalley.*



*Michael Porvaznik (left), Dr. Philip Enslow, Bob McCalley, and Mike Chamberlain talk before the press breakfast.*

of countries covered by MARK\*NET Service to 59.

Outside the U.S., Public Data Networks are usually operated by each country's government, which holds a monopoly on communications services within a country's borders. IRCs are private companies licensed by the Federal Communications Commission to transmit data and message traffic between the U.S. and other countries. They maintain agreements with the Public Data Networks to provide this interconnection service to the country's users.

Bob explained that as a result of these agreements, a local phone call from almost anywhere in the world can provide clients with access to their own computer resources located in the U.S. The three agreements add access from countries in Africa, Central and South America, and Asia.



*Bob McCalley's announcements held the attendees' rapt attention. Mike Emmi (foreground) with (clockwise) Mike Chamberlain, Dex Nilsson, Dave Shepherd, David Axner (Data Decisions), and Dwight Davis (High Technology).*

# Prepare yourself for A Higher Form Of Intelligence.

"Why the devil can't our computers talk to each other?"  
Till now there's been only one answer to that over-asked question: Tell the asker to take a long walk off a short mainframe.

In the event the asker is your corporation's CEO, however, we suggest a more tactful response. Like, "Can do, Sir."

Because now those fiercely independent intelligent (and not so intelligent) machines you're in charge of can be made into one big, integrated, interactive intelligence.

And we, General Electric Information Services, can help do it for you. Now.

How? By giving you A Higher Form Of Intelligence: our special brand of applied telecommunications called MARK\*NET.™ A revolutionary integrated system of telecommunications, processing and software so advanced, so complete, there's nothing like it anywhere else in the world.

In fact, it all begins with the largest commercial teleprocessing network in the world. Ours. And a Value-Added Network that's a pure delight for pure data communications with a wide range of asynchronous and synchronous services.

To that we add our exclusive higher level switching capability. It

gives you data access and processing, linking of in-house computers and applications, with gateways to the wonderful world of databases.

And to boost your system's IQ even further there's micro integration. So every microcomputer you have can talk to virtually every other computer you have, anywhere.

With that kind of coordinated brainpower there's no corporate problem that can't be solved quicker, more efficiently and more intelligently.

And, oh yes, there is more. Like Global Office Communications, International Business Logistics, Intercompany EDI, Dealer Support System, plus consulting, design and support services unmatched by anyone.

Put a stop to nagging questions about hardware and software compatibility. Call us at 800-638-9636, ext. 6003 (visit us at Interface '85, Booth 932). And ask about A Higher Form Of Intelligence.

It could keep you from taking a long walk off a short mainframe.



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

*The second in the series of ads in the 1985 advertising campaign.*































