

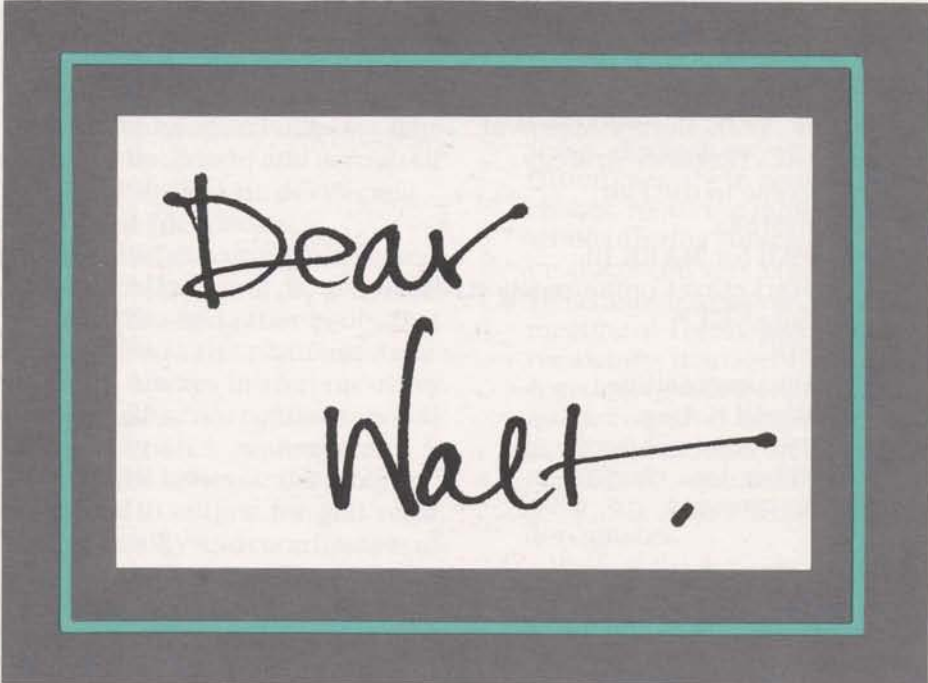
MARCH 1986

# SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

*cover story*

## AN OPEN LETTER



Dear  
Walt.

*page 2*

**WATERSHED MEETING IN LEESBURG**

*page 10*

**COME TO THE FAIR!**

*page 11*

**EAST-FAX**

# CONTENTS

Open Letter . . . . .	1
Leesburg Meeting . . . . .	2
The Good News . . . . .	6
New Information Center . . . . .	7
RCA/GE Merger Approval . . . . .	8
GE's Business Strategy . . . . .	9
Come to the Fair! . . . . .	10
FastFax . . . . .	11
PAR for MARK III . . . . .	14
Marketing Communication Awards . . . . .	14
SureNET™ . . . . .	15
SDC . . . . .	15
Documentation . . . . .	16
Worth Noting . . . . .	18
The Bottom Line . . . . .	19
Milestones . . . . .	21
S&SP Prices . . . . .	21

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 0308.12.

SPECTRUM Managing Editor: Spence Carter  
Acting Editor: Sallie Birket Chafer  
QUIK-COMM: SALLIE; DIAL COMM: 8\*273-4476

Fast-Fax Editor: Jim Doyle  
QUIK-COMM: FAST; DIAL COMM: 8\*274-6517

Documentation Editor: Dex Nilsson  
QUIK-COMM: OLOS; DIAL COMM: 8\*273-4444



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

## AN OPEN LETTER TO WALT WILLIAMS

### MARCHING TO THE BEAT OF THE SAME DRUMMER

Dear Walt:

On more than one occasion we have discussed the importance of communicating effectively among ourselves and with you. At the end of 1985, as we formulated, planned, and scheduled activities for 1986 and beyond, communication up, down, and across our organizations obviously was critical in developing a reasonable, workable scenario for success.

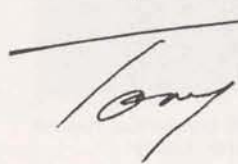
Now that we're refining and executing those plans, we're seeing that communication—that is, a mutual understanding of responsibilities and other issues that arise—is as important as it was in the planning stage. We're not saying that we're always in step on every issue, but we do believe constructive confrontation is healthy. Network Based Services management is making a concerted effort to get issues on the table and resolve them. We would like to outline for you what we're doing to improve the fluidity and coordination of our operations:

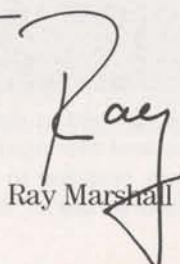
- Using quarterly product management reviews, Applications Marketing, Applications Engineering, and Delivery Systems are checking benchmarks for product and engineering delivery schedules that reflect both domestic and international priorities to determine if adjustments are needed and to discuss any changes in the Marketing perspective. This tighter coupling of our organizations has produced the delivery of DealerTalk™ in record time and very quick deployment of MARK&NET™ SNA in Europe.
- Global Forum, a quarterly meeting of Marketing & U.S. Sales Operations and International Sales & Services Operation, relies on issue-oriented, "pitch and review" sessions on global marketing and sales issues. For example, we've agreed to a worldwide account plan, which lists 14 strategic international accounts and their assigned "export-import" account managers. There is one such manager for each U.S. area and one for each country overseas, each having the responsibility for coordination and problem resolution for worldwide opportunities.


- Technology Operations is meeting quarterly with both U.S. and International Sales to facilitate close coordination so that Sales can stay close to the heart-beat of Tech Ops (not so it can influence Tech Ops' direction). A recent meeting in London kicked off these discussions of international clients' needs. Oftentimes their needs differ from those of U.S. clients, requiring minimal support from Technology while offering substantial opportunities to leverage products and services.
- Telecommunications Council is a regularly scheduled meeting of Technology, U.S., international, legal, and regulatory managers with the express purpose of speeding leading-edge opportunities through the quagmire of communication and PTT (overseas government telecommunications administrations) regulations and developing and pressing forward with an aggressive approach as the world deregulates.

Walt, we don't pretend to have all our problems solved. We're not marching at exactly the same cadence quite yet, but our organizations are a heckuva lot closer together than they've been in years past. We respect and have confidence in each other's organizations, and we believe that continued cooperation, communication, and interaction will produce better plans, operations, and bottom lines.

We agree on respective responsibilities and we know where we're going. We know what is expected of us, and we'll sustain the momentum. In your words, we are committed to "communicate, communicate, communicate" to successfully execute our strategy for 1986 and beyond.

  
Tony Craig

  
Ray Marshall

  
Jim McNerney

## WATERSHED MEETING IN LEESBURG

Some 75 U.S. Sales & Services Operations (USS&SO) managers came to the Xerox Training Center in Leesburg, Va., in January with the personal effects necessary to sustain them for the five-day meeting. But many of them also brought with them a bag of skepticism.

They found in the rolling hills of Virginia Lilliputian dormitory-like accommodations and mediocre food service, but a feast of issue-oriented discussions with Marketing, enough Marketing and business information to fill a mental gymnasium, and a renewed optimism in the direction of the company.

There was a host of product demonstrations, presentations on numerous business and marketing topics, training activities, candid and electrifying speakup sessions, and "winding down" activities such as "Las Vegas night."

The meeting was an indicator of a watershed for GE Information Services Company and of a new management approach within Marketing & U.S. Sales Operations (M&USSO).



Photo by Merrill Worthington

Top management took the opportunity not only to communicate directly with managers but also to solicit the managers' opinions. Here, Walt Williams and Mike Chamberlain consider a knotty issue.



Photo by Merrill Worthington

The Leesburg meeting opened a dialogue among top executives and managers. Here, Larry Mauceri and Linn Boner respond to questions from the audience about the future role of the VAN.

"We've had more speakup sessions between Marketing and Sales than we've had sleep," said John Sidgmore, VP-USS&SO. "But we've taken on some tough issues, and we've learned that you can get things out on the table, have an open forum, and still walk away as a team and execute."

"The 1986 priority of the Marketing organization now has to be execution," said Ruann Pengov, VP, Applications Marketing. "We have good, solid, market plans in place—now we have to deliver the quality products and programs on schedule. Products aren't going to leak out the door anymore—we will properly introduce them (i.e., with training, documentation, pricing, and the like).

"Account-based forecasting is the key link—the critical client connection—between Marketing and Sales. We focus engineering and marketing resources based on the real clients and opportunities, so we must know them and what they need," she said.

At the end of a week of intensive dialogue and constructive confrontations, President Walt Williams told the group he could sense momentum building.

"There is fire and spirit in this company!" he said. "I've been with General Electric for 30 years, and I've never felt such excitement before—and you know me—I'm always excited."





















## DELIVERY SYSTEMS

### DEALERTALK™ ANNOUNCED

A series of press briefings has been given around the country officially announcing the availability of the DealerTalk System. A Sales Guide (OLOS 1385.08) was sent to all USA field offices. This guide explains the marketing strategy, the product, pricing, competition, sales strategy, techniques for closing and implementing a system, and sales support. Other available sales tools and documentation include:

Price Schedule (1385.09)

DealerTalk Supplement (1385.10)

Brochure (1385.04)

Documentation folder (1385.03)

Administrator's Guide (1385.06)

Here's the pricing in a nutshell: \$40/hr, with a 10% discount for \$20-\$40K/month; 20% over \$40K/month; and 40% for non-prime time. There is a \$10,000 monthly minimum applied after 6 months.

The charge for the Implementation Package is \$9,900 through 7-31-86, after which it will be \$20,000. The Implementation Package includes: \$4,000 of Network Access; 10 MBytes of storage; 15 man-days of technical support; software license; license to reproduce documentation; Master Software Diskette; User Documentation diskette; hard-copy user documentation package; and the hard-copy Administrator's Guide. The product manager is Sharon Hormby (QK: SHARONH). The press release is saved on QK11 as DEAL\*\*.

### C COMPILER IS COMMERCIAL

There is no longer any need for field test agreements or supplemental agreements for the C Compiler on MARK III Service. The pricing is based

# EAST-FAX

8\*274-6517 QK: FAST

on standard CRU charges. The C Compiler can be more cost-effective than an F77 for a given application, with this caveat: C is more cost-effective than F77, assuming equal efficiency in design and coding is implemented.

### JODI EMMER ROCKVILLE

*A caller asked if we had programs to handle telephone calls within a hotel. Do we have anything?*

No, but GE ICSO has equipment and the proper programming to handle that application. They use a special-purpose computer to do the job, and it's the kind of thing that ICSO does on an everyday basis. Have the prospect call the ICSO office in Atlanta—800-GESERVE(800-437-3783).

### CHARLIE ZEAL NEW JERSEY

*If MARK 3000™ Service is being used worldwide, some users somewhere have to be affected by the downtime window. Doesn't this pose a problem?*

Yes, our Far East Distributors have been telling us that we take down the MARK 3000 System on OUR non-prime time, but in THEIR prime time. But a solution is on the way: a planned release called VA—Virtual Availability. For more details, list Leo Schneider's QK11 file named MK3KVA.

### DEE JONES GREENSBORO

*I have heard that there will be a new processor to pro-*

*vide MARK 3000 Service. Is this correct?*

Yes. Commercial service is planned for March 1986 for the new IBM Sierra series computer—the IBM 3090 Series 200.

This system offers increased computing power to MARK 3000 users. It's a 27-MIP machine with 64 meg of memory. This exceeds our current largest system, the IBM 3081 Model K-48, by 16 meg of memory and 13 MIPs. In preparation for commercial deployment, Client Services is asking for field test client participation. List a QK11 file named SIERRA\*A for details.

### NEW FORL ROUTINES

There have been nine new subroutines added to the FORL library in MARK III Service. To get a description of each of the new subroutines, use this syntax: EDI LIS DY28669:FN, where FN IS TRIM.D, INPTM.D, SET.D, CLC.D, REPL.D, TXTOUT, OPNSCR.D, PERM.D, or IVFT.D.

### CHANGES FOR NEW YORK USERS

Does your client catalog have users in New York City? The NDC located at 90 West in NYC is moving to 570 Lexington Avenue. The dial-up number for ALL access will begin changing on Wednesday, March 19th. Clients with dumb terminals will have to dial a different number. PCs or other micros with hard-coded dialing systems will FAIL to get into the network

sufficient time.

The old numbers are scheduled for a staggered disconnect over a 10-day period starting 3/19. The old numbers will not be completely removed from service until April 2nd. An operator intercept message referencing the new number will be placed on the last line of each rotary as the staggered disconnect occurs.

The users accessing the New York City MRCs will see a banner from March 2nd until March 19th. Remember that not all users see banner messages—many user catalogs have banners suppressed. If you have questions or concerns, contact Client Services on 8\*274-6510 or 800-638-8730. Here are the 300- and 1200-baud numbers:

300 baud:

212-766-9701 (Old)

212-980-5450 (New)

1200 baud:

212-962-6721 (Old)

212-980-5446 (New)

Get a copy of ALL the access number changes into your clients' hands by having them check into this FREE U#: QK10993,GE.

## DISTRIBUTORS

### CHARLIE ZEAL NEW JERSEY

*What's the QK address for someone in Japan who can handle a business opportunity there?*

A special QK address has been set up—it's JIMPORT (Japan Import).

**SHAMS FAIZ  
JEDDAH, SAUDI ARABIA**  
*How can we get a demo user number for the Securities Data Base, and who is in charge of the DB?*

You can get a U# in PBQ54 by going to the Mailbox program and requesting one. It will be charged to your cost center. There is no marketing person who is in charge of this DB,





















