

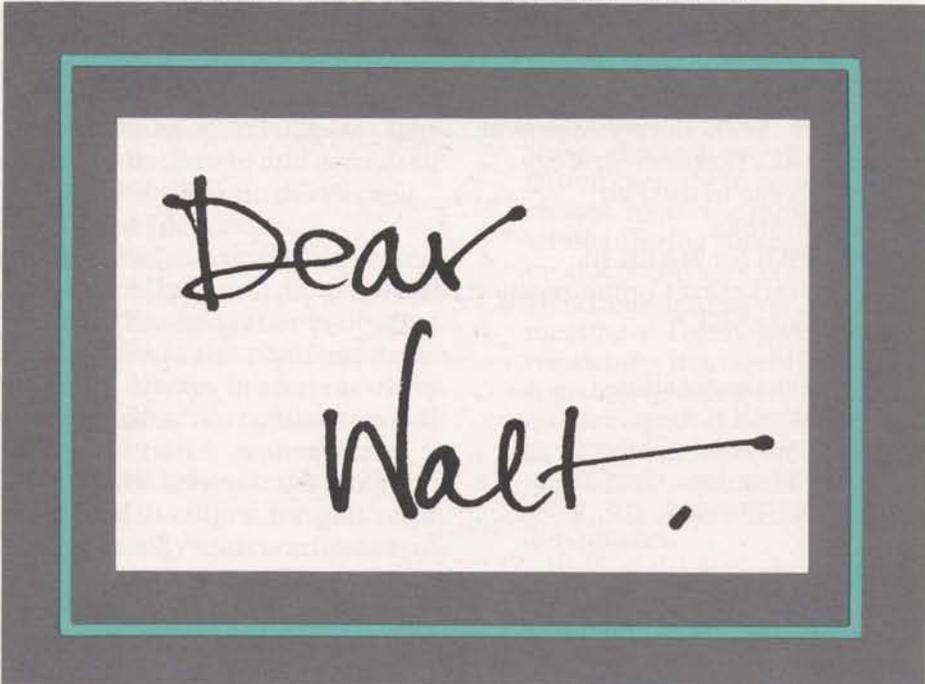
MARCH 1986

# 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

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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.

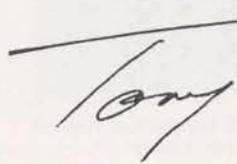
Now that we're refining and executing those plans, we're seeing that communication—that is, a mutual understanding of responsibilities and other issues that arise—is as important as it was in the planning stage. We're not saying that we're always in step on every issue, but we do believe constructive 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.

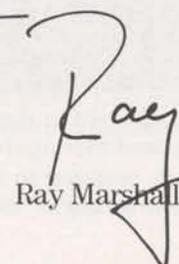
- Technology Operations is meeting quarterly with both U.S. and International Sales to facilitate close coordination so that Sales can stay close to the heart-beat of Tech Ops (not so it can influence Tech Ops' direction). A recent meeting in London kicked off these discussions of international clients' 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.

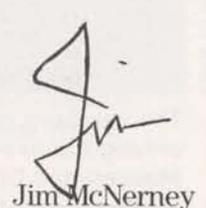
We agree on respective responsibilities and we know where we're going. We know what is expected of us, and we'll sustain the momentum. In your words, we are committed to "communicate, communicate, communicate" to successfully execute our strategy for 1986 and beyond.



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."

## WHAT SOME OF THE PRESENTERS SAID

*Jim McNerney, Sr. VP,  
M&USSO—*

"While 1985 was a tough year for us, we made our numbers—the first time since 1981 . . . Now, you could sit back and protect revenue and maybe even get to MARKMAKERS, but if you want to be a part of the future of this company, make EDI work, make POS, Dealer Systems, and all the other products we're developing work, I don't believe you're going to short-term your efforts. If attitude is a major part of winning, I'm convinced we're winning now."

*Donna Valtri, manager,  
Point of Sale Marketing—*

"Our theme for Point of Sale Systems is that we are 'POSitive in '86,' and we are, because Sales and Marketing are making it happen together. In POS, the client's measure of service quality is, in large part, determined by response time. Remember, your client is a retailer, and his customer is standing at the register waiting to make a purchase. With our Fast Logon capability, we are looking at total transaction times of less than 20 seconds. That knocks the socks off of the competition."

*Norm McBurney, manager,  
Product Management—*

"Our job is to build the right products the right way and on time. We set priorities through a planning process. When we have a functional spec in black and white, that's when we get a firm commitment from Engineering."

*Alma Rodoni, manager,  
Dealer/Client Systems Marketing—*

"The Dealer Systems Marketing approach is two-pronged. As a result of our business partnership with Apple Computer, we are pursuing a joint sales and marketing thrust at Apple's fortune accounts. Second, we are pursuing several target markets that, by their nature, use alternative distribution channels and are therefore excellent dealer prospects—for example, consumer electronics, office equip-

ment, photographic equipment, and service and maintenance suppliers . . . Both Sales and Marketing are very excited about the commercial release of DealerTalk™. Our prospective clients are eager to talk with us, because we are in a position to provide them with a system that is critical to their key business activities."

*Christine Pittman, manager,  
Marketing Quality & Integration—*

"If you need information about our competitors' capabilities, call us. They vary greatly by product and application arena. Successful bids must take into account product functionality and overall company positioning. We can help with both . . . We seem to be getting a lot of calls about CSC (Computer Sciences Corp.) lately. We seem to be bumping into them a lot. From a market segmentation



Photo by Merrill Worthington

The Leesburg meeting wasn't all games, of course—even though the games were educational. Above, Ted Day, Client Services, and Ed Seyller, Employee Relations (Atlanta), execute their team's solution to the "Corporate Adventure" problem of getting Haskell Mayo, Communications Area Manager, over the top of the bar—which was substantially over the team's heads. Managers also participated in a "Leadership Communication" session, which surveyed leadership characteristics and styles.

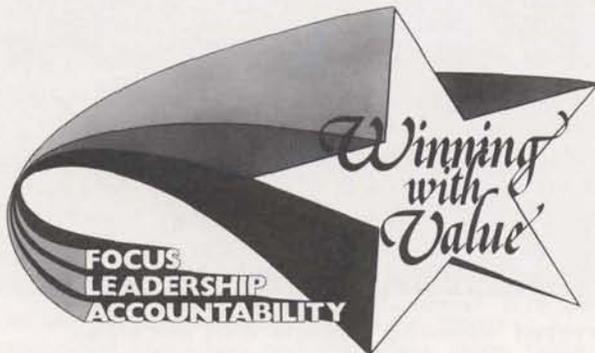
and product standpoint, McAuto and ADP are also well-positioned to compete with us."

**Don Dancer, counsel,  
USS&SO—**

"Don't kid yourself that antitrust enforcement is going away. It's not. Hundreds of individuals and corporations continue to be indicted under the criminal statutes. Many others are forced to defend private actions. Take the time to read and be familiar with policies 20.4, 20.5, and the new policy 20.10. These policies not only provide you guidance in maintaining legally acceptable standards of conduct; they also make you sensitive to those areas of the law that could adversely affect your sales opportunities. Since illegal conduct is almost always proven by inference, it's important to conduct yourselves according to such high standards that your business integrity cannot be questioned."

**Walt Williams, President—**

"We're on the front end of a marketplace explosion. This is *the* place to be . . . One of the killers in a business like ours is distractions. We've removed many of them. Be client specific and applications specific within the client arena, and don't hesitate to call on me or Larry Bossidy (GE Vice Chairman & Executive Officer) or Jack Welch (Chairman & CEO) where we can help with client interface. I love selling . . . Let's be a strong organization. Let's be confident but not cocky. Let's be good managers, but more importantly, let's be good leaders."



This logo captured the spirit of the Leesburg meeting.

## WHAT SOME OF THE PARTICIPANTS SAID

**George Alber, manager,  
NY Commercial Region—**

"One of the highlights for me was that I now feel really comfortable that we are indeed going to develop specific application products in the arenas we are pursuing. I saw evidence of that. Also, it was the first meeting I have been to where we came away with prospect lists and some really good screens for our products, so I think we're putting some meat on the bones of the strategy we've been discussing. We still have a long way to go, but even if those prospects turn out to be completely useless, it's a major step in the right direction. I feel really good about the company."

**Chip Kyle, manager,  
Mountain States Region—**

"There was very plain evidence that John (Sidgmore, VP-US&SO) and Ruann (Pengov, VP-Applications Marketing) are committed to the cooperation of Marketing and Sales. So many times in the past we have tended to point fingers. One healthy aspect of this meeting is that while there was some disagree-



Photo by Merrill Worthington

When the managers weren't conducting "field experiments," they were scheduled for informal seminars that brought them up-to-date on GE Information Services business prospects and strategems.

ment between Marketing and Sales regarding the status of certain products and capabilities, there wasn't a backbiting or backstabbing scenario. There was constructive criticism. Some of the meetings were brutal, but they were good."

**Lance Pelter, manager,  
National Communications Region—**

"It was the best managers meeting we've had in probably ten years. It wasn't a rah, rah meeting. There was no fluffing over things. I've been around for a long time, and when I get turned on, you know it's good. In terms of information, it was good to see that there's a market for all the products that are coming out . . . Point of Sale, MARK\*NET™ improvements, for example. I also think that some Marketing product managers now have a better understanding of the sophistication of field management in terms of product involvement and where we are in the roll-out cycle."

**Katie Vogelheim,  
manager, Southern  
California Region—**

"The most impressive aspect of the meeting was the clear commitment from senior management to stick to our new strategy and make it work. Walt Williams, Jim McNerney, and John Sidgmore were all excited about the business and very believable in their vision of where we are and what we can be. It's also clear that Ruann is listening and wants to help. We've seen a lot of progress in Marketing, but we're still faced with the reality of how critical product release dates are to revenue ramp. This meeting has opened up some much needed communication. I'm optimistic about 1986."



Photo by Merrill Worthington

The Leesburg meeting featured an in-house "trade show," which included booths and demonstrations of prominent GE Information Services products and services. Here, Joan Parker-Smith, Marketing, Phil Woodworth, San Francisco Regional Manager, and Dan Weinfurter, Major Opportunity Sales, focus their attention on the potential of Point of Sale (POS) services.

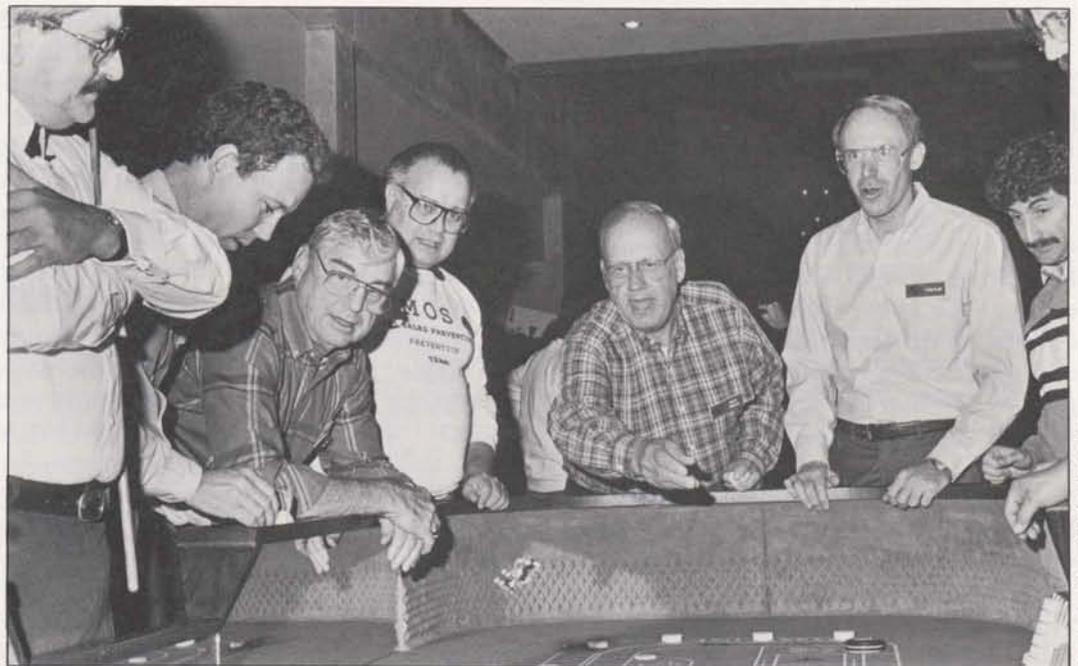


Photo by Merrill Worthington

At Las Vegas night, the managers demonstrated their leadership at the dice table. Here, Hank Struve, veteran GE Information Services manager, shows an admiring crew how it's done. Watching, left to right: Ken Slasor, Jack Griffin, Paul Inserra, Struve, Chip Kyle, and Larry Henschel.

## THE GOOD NEWS

### PEPPERIDGE FARM

This month Pepperidge Farm will begin to deploy Telxon hand-held terminals to a regional group of their distributors to field test a system developed by GE Information Services Company to support their ticket and order processing requirements.

"Pepperidge Farm chose GE Information Services based on our proven ability to interface with Telxon terminals. We developed custom software to accommodate the unique communications protocol of the Telxon terminal and application software that uses MARK III® Foreground to store and forward data to their in-house IBM 4381. In addition, QUIK-COMM™ will be used to distribute sales reports and to transmit internal communications," noted Al Vanek, GEISCO Region Manager. Rich Osten is the SDC project manager for Pepperidge Farm.

### AMERICAN SATELLITE COMPANY

By March 1986, American Satellite Company will be using the MARK 3000™ System to run its production accounting systems, which include general ledger and budgetary accounting. Robert Shuman is the GE Information Services account representative, and Randy Gobleck is the SDC project manager.

### ALPHAGRAPHICS

Early this year Alphagraphics, a chain of electronic printing and graphics centers, will begin using DealerTalk™ to communicate with its 160 franchise outlets (60 already use Macintosh\* systems).

"Alphagraphics will use DealerTalk for order entries, price change notifications, information exchange, and so on. In addition, the company will employ the DealerTalk file transfer feature to enable clients to transmit Mac-based documents from the centers," observed Quentin Gallivan, the GE Information Services account representative. Vicki Schanz is the SDC project manager.

### THE COCA COLA COMPANY

Early in 1986 Coca Cola and GE Information Services will begin collecting data on its fountain sales. John Adams is the account representative, and John Travis is the SDC project manager.

### U.S. ARMY CAMMS

In March 1986, GE Information Services will begin a 5-year, \$5-million contract to conduct CAMMS training and exercises.

CAMMS is one of several exercise systems available to the Army. "Experience to date has shown that the key to successful and frequent operations in such circumstances depends on the familiarity of our international personnel with the CAMMS system and on close contact with the generals who call for such exercises," noted Don Werner, the account representative.

### WORLDPARTS CORPORATION

During the first three quarters of 1986, GE Information Services will supply a sales order entry system to Worldparts Corporation. Robert Creasy is the account representative, and Margurite Bogle is the SDC project manager.

### SAGA CORPORATION

During the first quarter of 1986, Saga Corporation will initiate a 90-day pilot project to demonstrate the utility of SIM\*WARE™, SIM\*PC, and GE Information Services' asynchronous network services for applicant tracking and marketing analysis.

"If the pilot is successful, Saga will begin using the network for other applications involving its 1,300 remote locations. These locations cut across several restaurant chains and a large institutional food service division," explained Dennis Kanegaye, the account representative. Ed Eisenberger is the SDC project manager.

### HARRIS BANK INTERNATIONAL

This year GE Information Services will supply Harris Bank International with an international payment instruction and confirmation system that employs PC Mailbox and QUIK-COMM. In turn, Harris will market this service to its clients in London, Singapore, Hong Kong, and Tokyo. The account representative is Brian Lobel, and Steven Barr is the SDC project manager.

\*Macintosh is a trademark licensed to Apple Computer, Inc.

## INFORMATION CENTER ESTABLISHED IN JANUARY IN ROCKVILLE

In January 1986, GE Information Services Company established the Information Center (IC) as part of Information Systems in Rockville. The IC group offers technical education and consulting services to Headquarters professionals. To learn about the Information Center, *SPECTRUM* interviewed Jim Henze, IC manager.

**Q:** What is the Information Center?

**A:** The Information Center is a group devoted to end users and professionals who need easy and quick access to business information to do their jobs. We help them to use some of the high-productivity tools on MARK 3000™ and the IBM and Macintosh\* PCs.

**Q:** What do you mean by high-productivity tools?

**A:** Software packages that are very powerful, yet easy to use. Our newest product, INTELLECT™ from Artificial Intelligence, is a good example. It allows non-technical people to sit at terminals, type questions in plain English, and get the information they need. Our first use of INTELLECT will be in Employee Relations. Soon any Employee Relations manager will be able to give INTELLECT an instruction—for example, "Give me a report showing the average salary increase in 1985 by level for Marketing and Finance"—and quickly receive the answer. Obviously, when people can use tools like this, they are more productive.

**Q:** How does what you do differ from Information Systems' traditional responsibilities?

**A:** Our business must have certain information to function. For example, without data about our clients, revenue, or employees, we couldn't compete in the marketplace. The traditional job of Information Systems is to build the production applications that gather the information that business professionals need and to keep it up-to-date.

As the marketplace gets more competitive, this information becomes very valuable, and demand for it is tremendous. Unfortunately, when an Information Systems group is the only supplier of the data, a bottleneck can arise. The Information Center's job is to help professionals use new software tools to avoid the bottleneck. For example, a report previously might have taken Information Systems hours or weeks (depending on priority and backlog) to deliver; it now can be created by an end user in minutes by using INTELLECT. The Information Center makes it easy for all users to get the data



Photo by Janet Worne

The staff of the new Information Center carefully plans the content of courses designed to increase employee productivity. From left, standing or sitting on table: Ralph Stotz, Jim Henze, Randall Severy, and Kimberly Lewis. Seated: Bob Lewis and B.J. Norris.

they need on their own by offering technical training and consulting for end-user software tools.

**Q:** Why didn't we set up an Information Center a long time ago?

**A:** Two reasons, really. First, several years ago we didn't have the kind of productivity tools that we have now. We're finally starting to see some products that live up to the tired old expression "user-friendly."

Second, for an IC to work, we need easy-to-access, consolidated pools of corporate data. Information Systems is now building some of these pools. The STAR project (see the October 1985 issue of *SPECTRUM*) is a good example of this in the Billing area.

**Q:** How can I tell if the Information Center can help me?

**A:** I'm glad you asked that question. We've just published a brochure that describes all the services we offer and how to use them. If you're interested in training, our latest training schedule lists the classes we'll be teaching in 1986. We also publish a quarterly newsletter about Information Center activities and what our users are doing. To receive these publications and get on our mailing list, send a QUIK-COMM™ with your name, title, and maildrop to INFOCENTER.

If you're still in doubt, send us a QUIK-COMM message, and tell us your problems. We might be able to do something to make your life easier and more productive.

## **RCA SHAREOWNERS APPROVE MERGER WITH GENERAL ELECTRIC**

RCA shareowners approved the merger between General Electric Company and RCA on Thursday, February 13, at a special meeting in New York City.

GE shareowners are not required to vote on the merger, because GE stock is not involved in the transaction.

The Boards of Directors of both companies approved the action on December 11, 1985 (reported in last month's *SPECTRUM*). The merger of the two companies should take place in the second half of 1986, following review and approval by governmental agencies, including the Department of Justice and the Federal Communications Commission. Several key events must take place before the merger process is complete.

The merger timetable began on December 11, 1985, when the RCA and GE Boards of Directors approved a definitive merger agreement. As with any contract for the sale of property, this agreement—approved separately and unanimously by the two Boards—sets out all basic conditions for the merger, including price (\$66.50 per share of RCA common stock), manner of payment (cash rather than stock transfer), options on RCA stock available to GE, and many others.

The next key event was the January 13, 1986, mailing to RCA shareowners of both a proxy statement that contained important information about the merger agreement and a proxy asking shareowners to vote on the merger.

### **Government Reviews**

As with any corporate acquisition, the Justice Department is reviewing the GE-RCA merger for compliance with U.S. antitrust laws. The Justice Department recently requested information from both companies in addition to that supplied with the December merger agreement—a normal occurrence in mergers of this size.

In addition to Justice Department review, RCA and GE applied in February to the Federal Communications Commission for permission to transfer the licenses of NBC and the RCA communications companies to GE.

For the next several months, both companies will be cooperating with these and other government agencies to answer their questions and provide additional information as requested.

### **Completion of the Merger**

When the regulatory agencies have completed their review of the merger—a process that should be completed in the second half of 1986—RCA and GE will file a Certificate of Merger with the Secretary of the State of Delaware (the state in which RCA is incorporated), and RCA will officially become a part of General Electric.

Meanwhile, a merger team headed by Mike Carpenter (GE's Vice President for business development and planning) and Paul Wright (RCA's Senior Vice President of corporate planning and development) has begun planning the merger implementation. Similarly, merger planning teams representing several of the key businesses and corporate staff functions in GE and RCA will be formed.



# **RCA**

## CORPORATE EXECUTIVE COUNCIL EXPLAINS GE'S BUSINESS STRATEGY

*[Editor's Note: The following description of GE's business strategy—and its relation to the RCA merger—appeared in a letter to retired GE employees from Jack Welch, Larry Bossidy, and Ed Hood.]*

Five years ago, General Electric decided to concentrate in six key core manufacturing areas—lighting, major appliances, motor, turbines, transportation, and construction equipment—businesses where we had a commanding or leading market position. Since then, we've invested \$2.1 billion in these businesses to help ensure they'll be as strong in the 1990s as they are in the 1980s. At the same time, we began shifting our overall earnings mix to one that emphasizes more services and technology.

In 1980, GE's earnings were about equally divided between core manufacturing on the one hand and technology and services on the other hand. Today, while core manufacturing has grown in absolute terms, our strategic shift has been implemented: about 70 percent of 1985 earnings will come from technology and services. Following the RCA merger, GE will be generating about 80 percent of its earnings from technology and services—and still will have a very strong and competitive manufacturing segment.

During the same five-year period, we have become much more competitive:

- Earnings have grown 9 percent a year compounded.
- Through appreciation and yield, our stock has grown 25 percent a year compounded.
- From the standpoint of both earnings growth and stock appreciation, we've outperformed any group of peers—including the S&P 400, the "Blue Chip" (AAA-rated) companies, and the electrical equipment industry.

Becoming more globally competitive has not always been easy or without some pain. There have been downsizings, dispositions, and decisions to source rather than manufacture. Fewer people have had to do more. We have tried to treat people as individuals and to treat them fairly. But we know a separation is always difficult, and, despite our best efforts, some may feel disappointed. Overall, the results—and the strategic positioning for the future—should form the basis for improved global competitiveness and, with that, the potential for increased job security.

The dispositions and the downsizings have given us the financial strength both to invest in all our existing businesses (\$9 billion in the last five years) and to purchase high-growth services and technology businesses. The 1984 acquisition of Employers Reinsurance Corporation for \$1.1 billion is an excellent fit that made a positive earnings contribution (after all acquisition costs) in its very first year.

The merger with RCA will further accelerate GE's growth as a major services and technology company. RCA's services and technology businesses—the NBC network, the broadcast stations, the aerospace and defense businesses, communications, the RCA Service Company—will enhance the ability of our businesses to compete effectively in any and every market throughout the world. . . .

All of us are very enthusiastic about this major strategic initiative and what it means to General Electric. Through this merger with one of America's outstanding companies, we believe we have an excellent opportunity to strengthen our position in our vital markets and improve America's global competitiveness. In an era of increasing international business competition, we believe we are creating an American company that will successfully compete with anyone, anywhere, in every market we serve.



## COME TO THE FAIR!

On March 21, from 9 AM to 4 PM, GE Information Services will host an "All-Employees Trade Fair" at the International Training Center in Rockville, Maryland. All Headquarters employees in Rockville—and any field personnel in Rockville on that Friday—are invited to come to the Fair, whose theme is "Know Your Business."

The Fair will feature exhibits, samples, and some product demonstrations of the new or modified products developed in response to the Company's changing business directions. Exhibitors will include Financial Systems Marketing, Corporate Systems Marketing, Point of Sale, Educational Services, Dealer/

Client Systems, Payment Services Operation, EDI, and National Sales.

Walt Williams, President of GE Information Services, declared, "I urge all Headquarters employees to attend. I think they'll have fun, and I think they'll come out knowing more than when they came in—and that should be

good for our business as well as our employees."

Employees can visit the Fair at any time during the day and stroll through the Exhibit Hall. Refreshments will be provided.

Watch for more information on the All-Employees Trade Fair in upcoming Superinfos and Electronic Bulletin Boards.

## COMMUNICATION HARDWARE DEMOS FOR NDC MANAGERS

Communications Systems personnel conducted a demonstration for Network Distribution Center (NDC) managers of proposed communications hardware. The finalists in the GE Information Services solicitation are vying to supply network management equipment that will determine where a problem has occurred and allow NDC personnel to remotely switch in spare equipment. This new capability will allow GE Information Services to diagnose equipment and circuit problems

more quickly and more cheaply without sending repair personnel to the site.

This Network Management project is one of the many that the new Communications Hardware Lab was constructed to support. The Lab opened just last January and is one of many efforts to improve the engineering working environment and the quality of network products.

Above, NDC managers observe and discuss the proposed network management equipment with Rockville electronics engineers in Engineering's new Communications Hardware Lab. From left to right: Mark Heselden, area manager, Oyster Point NDC; Isodor Affat, senior network techniques specialist, Rockville; Jack McMahon, systems engineer, Rockville; Raymond Brown, area manager, New York NDC; Dennis Jones, area manager, Chicago NDC; and Richard Demers, manager, network techniques, Rockville.



Photo by Deborah Green

## ADMINISTRATION

**RON NUTTER**  
DENVER

*We have signed new clients, and I need the corporate ID. Do I have to wait until an invoice appears before learning the CID?*

No. Fast Fax can provide you that information. We have clients sorted by CID and by catalog. If the client is VERY new, we can run a special program to find the CID.

**JIM BILLGER**  
HOUSTON

*Can a Certified Usage Plan (CUP) cover more than one catalog?*

Yes, it's called a Consolidated CUP.

**LARRY McNEIL**  
ATLANTA

*Did Fast Fax receive the ADM form I telecopied in?*

Joe Bublik used to handle those in Fast Fax, but he has moved to Telemarketing, and the Telecopier (8\*274-6421) and ADM work is now handled by Marie Alkire. Her address is GE Information Services National Technical Services, P.O. Box 6404, Rockville, MD 20853. Her phone number is 8\*274-6465, QK is ADMA.

**RANDY GOBLECK**  
ARLINGTON, VA

*Does GE Information Services charge sales tax on software packages we mail to clients, like PC MAILBOX, TSI, SIM\*PC, and so on?*

Yes. Most states have sales tax laws that cover such items. Documentation by itself is taxable, and a combination of canned software and documentation is certainly taxable in the state where it is being received. The sales tax will be tacked onto the sales price we bill the client.

# FAST-FAX

8\*274-6517 QK: FAST

**RONNIE DeCOURCY**  
STAMFORD

*What's the address where we should send claims for eye care?*

Send them to Connecticut General Vision Unit, P.O. Box 2943, Hartford, CT 06104. Phone is 800-243-5771.

**KATHY WALL**  
ST. LOUIS

*Has the number for the Validations Desk in Brook Park been changed?*

Yes, the new number for the Validations Desk is 8\*366-5620.

**JONI REEVES**  
DALLAS

*How can we tell when the downtime occurs for each system over the weekend?*

Each system has a file named SKED\*\*\* that provides the data. If you list it on Friday afternoon, you get the latest word on when that system will be taken out of service for file maintenance.

**IRENE ARONIAN**  
WASHINGTON

*Where can we get a current copy of the Courtesy Discount Schedules for appliances?*

Call Patty Reynolds in Schenectady on 8\*234-7540 and ask for a copy for your office.

## DATA BASES

**CAROLYN LYNN**  
PALO ALTO

*A client called wanting to know why certain currencies from certain countries weren't included in the Currency Exchange Data Base. Do you know why?*

Some countries do not choose to make that data available. Other countries do not have the mechanism set up with the supplier of the information (Marine Midland Bank). Some countries, like India, for example, only report their currency on a monthly and yearly basis, not daily.

*Are there any data available on various industries in countries other than the USA?*

Yes. A new data base UNIND containing industry data by country is now available to QDATA and QMOD users. The data were collected by the United Nations.

The data cover size of the labor force, wages and salaries, quantity of electricity consumed, output, value added, gross fixed capital formation, and industrial production for the 3-digit or major group level of the ISIC codes and a selected set of 4-digit industries.

Remember that not all industries are present for all 115 countries—some don't have the industry, others don't report their data. If you have a client that is a prospect for such data, the client should be getting the monthly QMOD NEWS bulletin. You can add the name to the list by listing a DY28 file named QMODNEWS.

*Do you have an oil company prospect interested in worldwide natural gas production?*

The Oil and Gas Journal Energy Database announces that it now has this data available on MARK III® Service. Prospects include economists, planners, and marketers. The data are available by continent or by country, for the current month or the previous month. Year-to-date and previous-year data are also available.

Prices? Data for a continent are available for just \$11.00. A country report is approximately \$18.50. OGJ is one of the QMOD data bases available from any user number on Systems P, C, V, G, J, U, or Z. Fast Fax has a 4-page write-up with What/Why/Who/When/How data, data retrieval procedures, and sample reports. Send a QK to FAST with your complete mailing address requesting OGJ-1/86.

**LARS M. LAACHE**  
NORWAY

*Is there a data base on our service that will provide stock market information from Japan?*

Yes, Japanese Stock and Bond data bases are available on MARK III Service, according to Makoto Todo of ISI Dentsu, our distributor in Japan. The account representative is Mr. K. Yahiro, and you can reach him with a QK to ISIS. Also, list a QK11 file named JLIID\*B for more complete information.

*Continued on next page*

## 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,

but technical assistance is available from MDSS/Bob Nelson.

**BRIAN LOBELL  
NEW YORK**

**What's the status of service in New Zealand?**

Access is available for 300 or 1200 dial-up, using Pacnet, the local PDN. New Zealand clients are billed from Australia in Australian dollars. The sales effort is being handled by Alan Rousset, and if you have prospects in New Zealand who need attention, send a QK to Alan at NZSALES.

**CHRISTINA  
GENEVA**

**Who provides technical support in Venezuela?**

Sorry, there is no technical support available there, even though there's local service available for MARK III Service (but not for the QUIK-COMM™ System).

If, for example, you are asked by the Swiss Bank for access in Caracas, you should be sure that the user who is going there is well trained in the bank's application. It is the responsibility of the bank or your sales office to provide the pre-training. There are no account reps or technical reps there.

If a client has communication line problems, he can get some assistance from the Client Services Desk in Rockville by sending a Telex to 192803 022. The message will show up on the terminal in the Client Services area that monitors the QUIK-COMM System in QK11. Incidentally, this technique will work not only from Venezuela but also from any Telex device.

**JOE MULE  
NEW YORK**

**My client is looking for a summary of access data for the Saudi Arabian peninsula. Is there any such list available?**

Yes. List a QK11 file named SAUDIALL.

**GEORGIA CARSON  
HOUSTON**

**After a client signs an agreement with a PDN dis-**



**tributor, how does he reach the MARK III Network?**

The user must put in a number that is described as a DNIC # (Dee'-nick). Although there are three different International Record Carriers that can connect from the PDN countries into the USA, they all recognize the DNIC that should be used to connect the user to GE Information Services. To get the data on the DNIC, list a DY28 file named IRCINFO.



**KELSEY BIGGERS  
NEW YORK**

**Has there been a new release on FTU?**

It wasn't a new release, but there were some changes made that should be invisible to the users. The official release number is 2.01, and it's identical to 2.0 with two differences: (1) 2.01 is linked with the new EF3F77 routines to allow FTU to work through PDNs outside the USA; (2) the H sequence sent to the modem at connect time is changed to "H 1/2 second H 1/2 second H" for more reliable communication speed identification—especially at 2400 baud.

The FTU release is made up of two programs, the MICR:

FTU2.01 (MARK III System program) and FTU21.EXE (the PC program). When deployment is completed to the MICR: library, FTU21.EXE will be available on MARK III under the name MICR:FRU21EXE. When the PC program starts up (after you have downloaded it), the PC FTU21.EXE program will attempt to start up /MICR:FTU2.01 on MARK III. Users should have no problem using FTU21.EXE to send or receive files transferred by any previous versions of FTU. The user documentation to be used as reference is identical.

**HOWARD FORER  
NEW JERSEY**

**Is there a 3780 Emulator available for the IBM System 38?**

No, we don't have one, but we have some nice documentation that will let you bring up a System 38 to the network rather easily. We received this writeup from a client who has used it on dozens of System 38s. It's a small, 1-page RPG program, plus the specific answers to configuration questions asked of the operator on a screen.

There are inputs to define LINE DESCRIPTION, CONTROL UNIT DESCRIPTION, DEVICE DESCRIPTION, DEVICE FILE ATTRIBUTES, and DISPLAY FILE DESCRIPTIONS. With this data and the copy of the RPG program, it should be a piece of cake.

Does anyone else want a copy? Call Fast Fax and ask

for yours, or send a QK to FAST—and be sure to include your complete mailing address.

**QUIK-COMM**

**TERRY SNYDER  
GREENSBORO**

**How long does an unlisted QUIK-COMM System message stay on the system?**  
Fourteen days.

**BOB SCHUMAN  
WASHINGTON**

**I have a client who wants to access the QUIK-COMM System from a variety of countries. How can I get the phone numbers to access MARK III from other countries?**

Go into the DY28 catalog and issue this command: /INTAX ESS. You'll get the phone numbers, the speeds available in specific cities, and the data sets required, and you can select the country of your concern.

**LOYAL HUDDLESTON  
PHOENIX**

**If the MCSS agreement is used to cover access in multiple countries, what will the charge be for an ABU?**

The charge will be 1¢ per ABU regardless of what country. If the client has an MNA agreement, the ABUs are charged at the prevailing rate for an ABU in each of those countries, as listed in the DY28 file named ABUPRICE.

**ROBERT CLARK COHEN  
SAN FRANCISCO**

**If I want to have a client test the Telex link to the QUIK-COMM System, how can I get him to send a Telex from his Telex machine to my address on QK11?**

The address is 192803, preceded by the TRT USA country code. That will get the message to the QK11 catalog, but then, on the first line of the Telex message, the sender must insert the following: QC:CONE.

## U.S. MARK III EMPLOYEES ARE UP FOR PAR

The MARK III® Performance Achievement Recognition (PAR) plan is an innovative employee incentive program for U.S. engineering and operations personnel in the MARK III Department.

The PAR one-year pilot project—part of the GE Information Services Management Award Program—rewards U.S.-based employees when specified quality and revenue goals are met and when the employees continue their careers in the MARK III business.

"The PAR plan only applies to U.S.-based employees," Mike Kostrzewa, Employee Relations manager, emphasizes.

"Since the May restructuring, the MARK III Department has faced tremendous changes and confronts even greater challenges in 1986. MARK III therefore seemed the ideal organization to undertake a pilot program for Technology Operations. What we learn from this will be used to determine whether or not a similar program makes sense for other departments in 1987."

On January 1, U.S. MARK III employees began earning credits based on:

- Designated performance goals. These numeric quarterly goals measure average incidents per processor per week *and* average availability. When these goals are met, performance credits are assigned to U.S. MARK III employees according to job level.
- Full quarters of MARK III service. U.S. employees at

levels 5 through 14 in Engineering, Client Systems, and Planning & Quality Assurance earn service credits for each completed quarter of service (credits for the fourth quarter are higher).

- The achievement of the year's MARK III Foreground revenue target. On the last day of 1986, U.S. MARK III employees will receive revenue credits determined by: summing all performance and service credits earned during the year and multiplying the total by a revenue multiplier based upon total 1986 revenues.

At the end of each quarter, employees will receive a statement of credits earned. Each credit is valued at \$1. Payments will be made shortly after the end of 1986.

"We believe that the successful execution of the PAR plan should encourage MARK III employees to be concerned about service quality goals, to track progress toward these goals, and to do all they can to ensure that our service quality stabilizes at the high levels we have traditionally set for ourselves," Kostrzewa says.

"Moreover, we expect that MARK III employees will be more aware of the revenue stream, will monitor revenue flows more carefully, and will do all they can to enhance revenue—for example, providing quick response to clients and their needs."

## AWARD-WINNING MARKETING COMMUNICATIONS PUBLICATIONS AND AUTHORS

Thirteen turned out to be a lucky number for the GE Information Services Marketing Communications employees who won that many major awards at a recent Technical Publications Competition sponsored by the Society for Technical Communication.

STC is an international, 10,000-member organization dedicated to advancing the theory and practice of technical communication in all media.

This performance and the company's presence at the International Technical Communication Conference are a high water mark of GE Information Services' continuing excellence in technical publications.

Four publications—the GENie™ brochure, the Form and Menu Developer's Guide, the Electronic Data Interchange brochure ("Making Business As Easy As A Handshake Again"), and the GENie User's Guide—won one of the top two awards in the fourteen categories judged, automatically qualifying them for entry into STC's International Technical Publication Competition.

There the publications and authors will compete with other regional winners for international awards that will be presented at the International Technical Communication Conference in Detroit in May.



Photo by Janet Worne

### AND THE WINNERS ARE . . .

Pictured above with their award-winning publications are (from left to right) Erick Soriano, Sherri Watt, Judith Greig, Tom Zelaney, Suzanne Porter-Kuchay, Roy Gamer, George Hammond, Denise Fields, Kathy Stevenson, and Harrison John. Not pictured are Jack Smith, Christy Morrison, and Mary Wise.

## SureNET™ PC TEST COMPLETED

On January 24, The Exchange Bank, Union Bank, and Lloyd's Bank successfully completed the beta (field) test for SureNET PC, GE Information Services' micro-computer delivery system for its automated clearinghouse (ACH) processing service.

"The beta test went extremely well and without incident; only a couple of minor bugs were uncovered," reported Alex Pankow, Payment Services Operation Marketing Manager. "The three banks were very impressed with the PC software and its operation."

SureNET PC is designed for low-volume ACH participants, who can receive ACH items as well as settlement and activity reports from the GE Information Services ACH service. Low-volume users also can locally create and then send returned entries and transmittal registers.

Larger-volume participants will use SureNET PC for selected functions, such as sending transmittal registers and getting reports.

"Jeff Englander (ACH services specialist) and Gene Wise (project manager, Berkeley) deserve a great deal of credit for the quality and timely delivery of SureNET PC," Pankow declared.

The initial release of SureNET PC, expected to be commercially available in mid-March, will send files to and receive files from the Cal-western ACH Service. A second release that features expanded origination functionality will be available with the implementation of GE Information Services' national ACH service. SureNET PC is distributed free of charge to participants in GE Information Services' ACH processing service.

## SDC ADAPTS TO FOCUSED BUSINESS STRATEGY

To promote the success of GE Information Services' focused business strategy, the Systems Development and Consulting (SDC) organization and SDC area managers have been working together over the past six months to define the direction of SDC and its major roles.

The product of this effort is an SDC evolution plan, which addresses issues such as SDC operating objectives, measurements, and support programs.

Because the strategy of GE Information Services' business emphasizes a tightly defined portfolio of network-intensive applications, it assumes "re-usable" application products that can be integrated and individualized to many clients in the targeted application fields. This strategy places an increased emphasis on network (telecommunications) technology and micro-integration (cooperative processing) and identifies IBM (MARK 3000™) as the target delivery vehicle for future application products.

### SDC CHARTER AND GOALS

SDC's charter calls for the provision of technical knowledge and capabilities that will facilitate the sale, implementation, and full revenue achievement of application products and services to clients. Thus, SDC is central to the enhanced business strategy, and SDC roles must continue to evolve to support the application integration environment.

SDC's challenge is to support the current business mix while preparing for the future business mix. GE Information Services envisions acquiring contracts on the basis of its speed in delivering a quality integrated solution to each cli-

ent—and SDC activities are crucial to that end.

In its evolving new role, SDC's operating objectives include:

- Closely coordinating account/project management with sales
- Organizing for maximum leverage from minimum resources
- Developing reasonable application/technology flexibility in each person
- Organizing to provide cross-area implementation support
- Organizing to support import business from applications sold internationally
- Subcontracting for "lower level/risk" activities at times of peak/transient resource requirements
- De-emphasizing maintenance contracts and other long-term personnel commitments
- Measuring success by margin/MPR/PSA impact (in that priority)
- Being involved very early in the pre-sales cycle
- Project-managing the extended opportunity life cycle, from pre-sales to full ramp, and monitoring/achieving estimated revenues
- Serving as career entry point for sales as well as technical support personnel.

### PROGRAMS/ACTIONS

SDC has taken steps to initiate several programs and actions that support GE Information Services' business strategy and SDC operating objectives. Specifically:

- An *Integration Program* that encourages communications—and, consequently, synchronized execution—among SDC and other key organizations.

For example, the SDC Development organization represents SDC at AED product readiness reviews and Marketing NPIP (New

*Continued on page 20*



Photo by Janet Worre

Paul Forte, ACH marketing manager, is justifiably proud of the SureNET PC product, which just successfully completed field testing.

## NEW AND REVISED DOCUMENTATION

### PUBLICATIONS REFLECT NEW MARKETING THRUSTS

### DOCUMENTS PREPARED FOR DEALERTALK™ SYSTEM COMMERCIALIZATION

DealerTalk—a Macintosh\*-based system designed to enhance the information flow between manufacturers and their dealers, distributors, and franchisees—made its commercial debut in January.

Several publications were announced to support the product.

A *User's Guide* (1385.03-1) is available to explain how to set up and use the system. The *Quick Reference Guide* (1385.03-3) briefly outlines basic operating tasks. An *Implementor's Guide* (1385.07) describes how to put the system in place. An *Administrator's Guide* (1385.06-1) is designed to provide administrators with information to initialize and maintain it. The *Sales Guide* (1385.08), a proprietary document, discusses market strategy, the product's capabilities, pricing, and competition. There is a *Price List* (1385.09) and *Supplement* (1385.10) available. And, the *DealerTalk Brochure* (1385.04) provides a descriptive overview. Publication 1385.11, the *ARACHNAE Information Retrieval System Reference Manual*, explains codes and messages found in the data base retrieval system.

These items, plus the *DealerTalk Documentation Package* (1385.03), can be ordered through OLOS.

The Documentation Package consists of a User's Guide, Quick Reference Guide, and

diskette label. The User's Guide is obtainable only by ordering the Documentation Package. The *International Access Directory* (1401.01), a booklet listing computer access telephone numbers, is automatically forwarded to clients who order the package.

To receive copies of the following, a QUIK-COMM™ message must be forwarded to Sharon Hormby, Dealer Systems Marketing Manager (QC address = SHARONH); the *Administration Package* (1385.06), including two diskettes, introduction sheets, and the Administration Guide text pages; and the *Implementation Package* (1385.07), which includes the Documentation Package, the Administration Package, an *Implementor's Guide* (1385.06), and the *ARACHNAE Information Retrieval System Reference Manual* (1385.11).

### ELECTRONIC DATA INTERCHANGE (EDI) DOCUMENTS ARE AVAILABLE

EDI is a process whereby paperwork can be moved electronically from one company to another. It can help facilitate business deals by allowing companies to exchange invoices, purchase orders, freight bills, and other business documents among themselves.

Several EDI documents have been published recently. More are under preparation.

An *Introduction to Electronic Data Interchange: A Primer* (5070.19) discusses basic EDI principles, standards, and applications.

The *EDI\*EXPRESS™ System Description* (5070.05A) shows how the system operates, its benefits, and access points.

Two EDI-related product profiles are also available: The *EDI\*EXPRESS Product Profile* (5070.06) highlights the system's many features and benefits.

EDI\*EXPRESS resides on GE Information Services host computers. Microcomputer access to the system is made possible with the EDI\*PC™ System, described in *Product Profile* 5070.15.

### SEVERAL MARK\*NET™ SERVICE ITEMS REVISED

The *MARK\*NET Asynchronous Service Terminal Operator's Guide* (3918.04C) has been updated to reflect new file transfer options and SET commands. The guide details several ways to sign on and off the service and techniques to consider should you encounter operating problems.

The *MARK\*NET Asynchronous Service Administrator's Guide* (3918.03B) is designed to aid the person responsible for managing the service's configuration, user privileges and passwords, and other administrative concerns.

Topics addressed include using the Immediate Run programming capability, managing MARK\*NET Service parameters, and working with GE Information Services Client Services to resolve problems, when necessary.

A supplement to the *3270 BSC User's Guide* (3918.08-1) has also been published. The supplement provides updated instructions on how to use MARK\*NET 3270 BSC Service.

Two new MARK\*NET Service product profiles have been published: One profile, entitled *IBM 2780/3780 BSC* (3918.34), lists compatible hardware, software, interfaces, and operating systems that can be used with IBM 2780/3780 BSC. Another IBM capability, *3770*

*SNA/SDLC*, is discussed in *Product Profile* 3918.35.

### REVISED PRODUCT PORTFOLIO DISPLAYS COMPANY'S OFFERINGS AT A GLANCE

The first 1986 revision of the *Product Portfolio* (5001.08A) summarizes the current portfolio of products and services that can be actively sold to clients. Also listed are products and capabilities for which commercialization is underway.

Application arenas addressed include: Office Communications, Dealer Systems, MARK\*NET Service, and Point of Sale Services.

Numerous product descriptions, support aids, and client successes are also listed.

The booklet was given to all USS&SO attendees at the January sales meeting in Leesburg, VA. But it is a booklet of interest to all employees involved in the marketing, commercialization, and support of client products.

### HIGH-SPEED SERVICE MANUAL REVISED

A revised edition of the *High-Speed Service Reference Manual* (3910.01E) includes current terminology, updated examples, and system enhancements. A key addition to the manual describes a menu-driven transliteration table that accommodates easy code conversion.

### REPRINTS AVAILABLE FROM PRESS RELATIONS

Press Relations has compiled dozens of company press clippings and reprinted them in the latest (January) issue of *In the News* (306.10).

Featured articles, which have appeared in major busi-

\*Macintosh is a trademark licensed to Apple Computer, Inc.

ness/industry publications around the world, chronicle the introduction of several new services, including GENie™, DealerTalk, and EDI.

### REFERENCE MATERIAL RESTRUCTURED

The *Internal Market File Publications List* (001.09) has been discontinued. Much of its contents have been placed into the *Publications List* (402.01AS), formerly known as the *Publications Price List*.

Sales aids and microcomputer software packages are prominently displayed in the beginning pages of the book. A complete list of technical and promotional literature follows. Subject and IBM publication number indexes have been added for easy cross-referencing.

### NEW, REVISED PRODUCT PROFILES PUBLISHED

To support the company's venture into Point-of-Sale Services, a *Credit Card Services Product Profile* (3919.00) has been developed.

The profile explains how the services can be used to automate credit card authorizations and updates, currency conversions, and usage statistics.

The *International Information Product Profile* (700.00M) provides the reader with an overall view of the GE Information Services Network. It has been updated to show new affiliate addresses and network access points.

## NASHVILLE BOOGIE



In 1985, the Employee Referral Program (ERP) constituted a major recruiting source, accounting for over 15 percent of all new hires and paying out \$89,000 in referral fees. The Nashville office really got into the ERP spirit: 25 percent of the new hires generated by employee referrals traced their roots to Nashville employees.

Above, James H. Walker and his Nashville colleagues celebrate his special ERP award—a video cassette recorder.

The 1986 ERP will continue to award \$1,000 for each referral hire, and a program of special travel awards has been inaugurated.

Get into the spirit: It pays to refer!

## WORTH NOTING

### NEW IRS FORM SHOWS TAXABLE INCOME FROM S&SP DISTRIBUTIONS, WITHDRAWALS

Many participants in GE's Savings & Security Program recently received in the mail three copies of an Internal Revenue Service (IRS) reporting form, the W-2P statement.

There's been some misunderstanding of this mailing, because the form says this is a "statement for recipients of annuities, pensions, retired pay, or IRA payments." Under IRS regulations, GE's Savings & Security Program is classified as a retirement plan.

#### 1985 Distributions, Withdrawals

This mailing went to all those who received a distribution (payout) or made a withdrawal from S&SP during 1985. The total amount of the distribution and any withdrawals is shown in box 9, and the resulting taxable income, if any, appears in box 10.

Box 11 shows the amount of taxes withheld if you elected to have taxes withheld from your distribution or withdrawals.

If a taxable amount is shown in box 10, Copy "B" of this form must be filed with the individual's 1985 federal income tax return (due April 15, 1986). Another copy can be used to file a state or local income tax return, and the third copy is for one's personal records.

#### If Box 10 Is Blank . . .

Contrary to what's indicated on this form, it isn't necessary to file this form with an income tax return if box 10 is blank. A blank means the participant had no taxable income in 1985 from his or her participation in S&SP. Forms with no taxable income in box 10 will not be sent to IRS by General Electric.

Although IRS Form W-2P is a new method of reporting S&SP taxable income, this information has been given both to S&SP participants and to the IRS in past years.

Prior to this year, S&SP participants received a tax information statement that—along with tax data on the most recent distribution—listed taxable income for the previous year. This taxable income was printed on Form 1099R at the bottom of the S&SP tax information statement, and a note pointed out that the information was being furnished to the IRS as required by law.

Although the tax information statement still will be provided to all S&SP participants, the new Form W-2P will substitute for the previous 1099R information submission to the IRS.

The difference now is Form 1099R didn't have to be attached to one's tax return, but the new form W-2P does have to be sent along with the 1985 tax return unless box 10 is blank.

#### How Taxable Income Is Figured

Under the S&SP provisions, an individual has taxable income on distributions or withdrawals from the program when the value of what he or she takes out of the S&SP exceeds what the employee has previously contributed on an after-tax basis.

S&SP participants did not receive a Form W-2P if in 1985 they had their distribution (payout) from the 1981 holding period placed in their Retirement Option Account and made no withdrawals in 1985.

Those who keep their S&SP investments in Retirement Option Accounts are able to defer taxes until they retire or otherwise end their GE employment. Participation in

the Deferred Pay Account also provides this advantage.

If you have questions about the new W-2P form, contact the Personnel Accounting Office.

### EDUCATIONAL BENEFITS NOW TAXABLE UNDER 1986 IRS REGULATIONS

Employees who submit claims for Tuition Refund Plan benefits for courses taken in 1986 could have income tax deductions made from their reimbursements. That's because the section of the Internal Revenue Code that previously excluded tax on most educational assistance benefits expired on December 31, 1985.

"Most tuition refunds received by GE Information Services employees from the Tuition Refund Plan are now considered taxable unless certain requirements are met," says Dan Miller, Comptroller, Financial Operations.

To help employees understand which educational benefits are taxable and which are nontaxable, Miller offered this explanation:

"Tuition-refund benefits for courses taken to meet the minimum educational requirements for a job or to qualify for a job in a new trade or business are taxable. But benefits for educational courses that maintain or improve skills required of the employee to meet requirements for the job he or she holds continue to be nontaxable."

There is a possibility that later this year Congress will reinstate legislation that excludes educational benefits from taxation and will make it retroactive to the beginning of the year.

"If that happens, the taxes that have been withheld from employees' benefits may be refunded. But until the law is changed, taxes will be with-

held from educational assistance benefits that are taxable under existing Internal Revenue rules," Miller says.

Employees who have questions concerning the taxability of tuition refund benefits should consult their Employee Relations representative.

### COMPUTER SOFTWARE AVAILABLE TO GE EMPLOYEES AT DISCOUNT

General Electric employees now can purchase computer software packages at attractive discount prices as a result of agreements between GE and major software companies.

GE has signed licensing agreements that will give it unlimited, company-wide use of OfficeWriter™ and SuperCalc3® for a one-time, upfront price and a fixed yearly maintenance and update fee.

The word processing and spreadsheet programs will be supplied at no cost to company businesses, which have been paying about \$350 a copy as individual users. The agreements also permit GE employees to purchase copies of the software packages directly from the company for their personal use.

Cost of the programs to employees will be about \$100 each—a significant savings compared to the retail store price of \$450 for OfficeWriter and \$350 for SuperCalc3.

The agreements, coordinated by Corporate Information Systems and Corporate Sourcing, are the first of this kind for a major corporation, according to Patricia Stadel, manager of end-user applications for Corporate Information Systems, Bridgeport, Conn. "They are expected to change the way software companies market products to major users," she says.

## Description of Programs

OfficeWriter version 4.0 (published by Office Solutions, Inc.) is a full-featured word processing program with a Wang-like user interface. This program also offers exceptional processing throughput and a convenient spelling checker. Conversion utilities provide two-way document exchange capability with Wang, MultiMate, IBM/DCA, and ASCII text. Soon to be implemented is semi-automatic repagination to accommodate editing activities.

SuperCalc3 version 2.1 (from Computer Associates International, Inc.) is a market-proven electronic spreadsheet offering integrated graphics, spreadsheet consolidation, spreadsheet linking, macro programming, and some data management capabilities. SuperCalc3 reads Lotus worksheets and supports the Intel extended-memory specification, the 8087 and 80287 math coprocessors, and the IBM Enhanced Graphics Adapter Card.

### How to Order

Ordering information and technical support for GE Information Services Company employees are available through QUIK-COMM™ address CISNEWS\$. To become a member of that group, contact Randall Severy, PC Specialist, Information Systems, at QUIK-COMM: SYSIPC, or call Dial Comm 8\*273-4543.

In addition to OfficeWriter and SuperCalc3, GE negotiated an "unlimited-use" license agreement with Planning Control International for EASYTRACK.

"This project management tool will cost between \$94,000 and \$187,000, but it offers

advantages over similar packages costing two to three times as much," Stadel commented. Because of EASYTRACK's higher complexity and price, costs will be billed back to GE businesses. As usage builds, GE components may receive rebates to a 70% discount level.

"We're pleased with these agreements," Stadel said. "They provide a way to induce standardization of software throughout the company, help reduce and control software costs, and give GE a way to influence software development. And we're happy that GE employees will be able to buy these programs for their own use at very favorable discount prices."

## KEOUGH PRESENTS PAPER AT COMMUNICATIONS CONFERENCE

Jim Keough, manager, Telecommunications Quality Assurance, presented a paper at the Communications Network 86 conference, held in Washington on January 28-30.

The paper, "Data Communications Via Satellite," is highlighted by the following quote:

"GE Information Services Company succeeded in leveraging this complex technology, an accomplishment attributable to the Technology Operations team. Better quality at lower cost was our goal, and we achieved it.

"We expect to see better service approach 100-percent availability by combining traditional terrestrial services and new satellite services to better support key applications such as GE Information Services' CACHA service."

## THE BOTTOM LINE

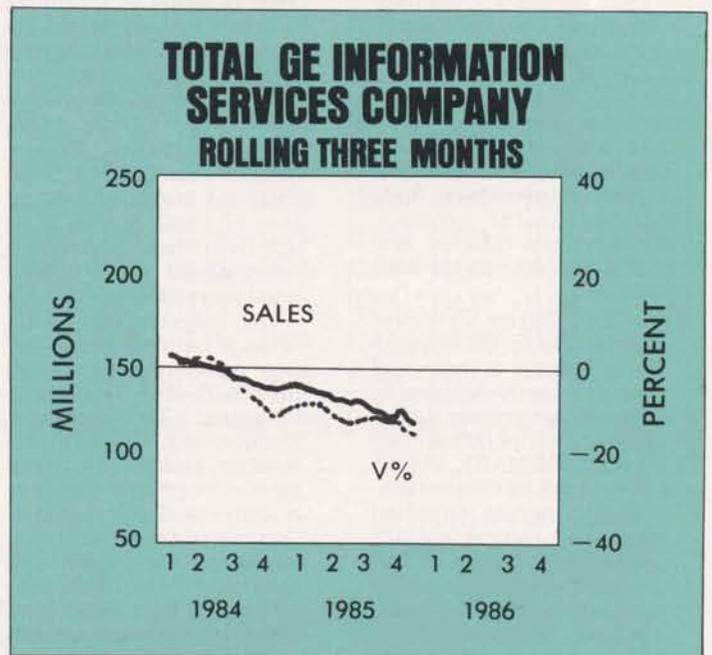
January sales totaled \$40 million, the same as the Operating Plan. Net earnings for January were equal to the Plan in all businesses.

- Network Based Services revenue was up slightly from the Operating Plan.
- Marketing and U.S. Sales revenue exceeded Plan by 2 percent, with improvements in NSO, GE, and U.S. Sales.
- International revenue was 2 percent above the Operating Plan, with favorable exchange offsetting slightly lower volume.
- GE Consulting sales were down 4 percent from Plan,

primarily because of a prior-month estimating variance.

- Software International revenue declined 7 percent from Plan, mainly because of timing, but industry softness continues to hurt domestic and international volume.

The January revenue trend chart (shown below) displays total GE Information Services sales and related V% trends on a rolling three-month basis to help smooth monthly variations.



## SDC

Continued from page 15

Product Introduction Process) sessions. In addition, the program supplies a mechanism for triggering sales/SDC activities from the Marketing commercialization plan.

SDC also is using the GE InfoTalk™ program as a point of access for various information data bases such as products and organization.

- A *Technical Development Program* that represents an 18-24 month comprehensive SDC training plan for IBM and telecommunication technology skills.

This program combines CBT, classroom instruction, and OJT to deliver three progressive levels of skill training. A curriculum has been developed in cooperation with Marketing and Engineering and will be revised as necessary. Specific technical product functionality courses are also being developed and reviewed.

- An *Estimating Program* that focuses on the requirements for new or improved tools and methodologies to estimate accurately development and operating costs in the IBM/MARK 3000™ and network environments.

This program supplied estimating and pricing aids in 1985, and in 1986 the program will emphasize benchmarking to enhance existing tools, estimating techniques training to better understand client needs, and leveraging of MARK 3000 and network experience across the organization.

- A *Project Management Program* that seeks to define and implement a company-wide project management tool set and discipline that encompasses the entire opportunity life cycle.

In 1985, this program was responsible for the selection of the PC-based Primavera Project Planner™ soft-

ware (from Primavera Systems, Inc.) and its deployment to a 30-member "Pilot Implementation Team" with representatives from each SDC area.

In 1986, this program will concentrate on developing and implementing production standards that will include management reporting, capability/techniques training, PM integration, and review boards.

- A *Productivity Tools Investigation Program* that will consider available application generation and tailoring productivity tools for the micro and mainframe "preferred environments." This program is totally in synchronization with the applications engineering department (through combined investigation of such tools).

- An *Application Review Service* that facilitates the proposal and implementation of client MARK 3000 applications, providing coordinated and focused headquarters support.

SDC/sales can tap a team of experienced headquarters personnel—representing MARK 3000 Marketing, Planning, Client Services, Engineering, Major Opportunities, and SDC Development—for proposal review, resource and price estimation assistance, technical advice on application/data base design and implementation efficiencies, and checklists to ensure smooth and timely establishment of MARK 3000 prerequisites for application implementation.

- An initial set of *Subcontracting Guidelines* that addresses the expanded role of subcontractors (GECON in particular) for SDC operations.

These guidelines seek to maximize margin from PSA revenues for USS&SO and GECON, provide incentives for quality personnel work and meeting or beating project schedules, and de-

## HARDWARE ENHANCED AT BROOK PARK



Photo by Wayne Rice

With an eye toward enhanced quality, STC 8650 disk storage units are being replaced by IBM 3380s at Brook Park and Amstelveen Supercenters. Pictured above is Louise Rudolph, Brook Park console operator, who is mounting a file system Q (internal file) "dump" tape for transfer to the new 3380 disks. All files are scheduled to be transferred by late July at Brook Park and by late May in Amstelveen.

fine the roles and approval channels for USS&SO, GECON, and SDC.

- A *Functional Role Organization* framework that deals with issues surrounding SDC's organizational evolution and focuses heavily on the functional role models

that have been established to provide an infrastructure for that evolution.

The April *SPECTRUM* will review the specific functional role models and management approaches that SDC is using to facilitate its organizational evolution.

## MILESTONES

Congratulations to the following employees, who celebrated service anniversaries in January and February.

### 35 years

*Albany*  
Virginia Fisher  
*Rockville*  
Arthur Brusila  
John Neuenschwander

### 30 years

*Colony*  
Robert V. Sickles  
*Morristown*  
Charles Wallach

### 25 years

*Rockville*  
Howard Anderson  
Faye Farrell  
Joseph Reardon  
James P. Skinner

### 20 years

*Arlington*  
Robert Rowe  
*Nashville*  
Robert M. Miller  
*Oak Brook*  
Jay Walsh  
*Rockville*  
James Keene  
David Sherman

### 15 years

*Brook Park*  
Emery J. Williams  
*Lyndhurst*  
John R. Thompson  
*Rockville*  
Marie LeComte  
Agnes L. O'Connell  
Carroll Roach

### 10 years

*Rockville*  
Michael Hall  
Arturo Heredia  
Donald Ivey  
Carol King

## 1985 MONTHLY PRICES FOR S&SP INVESTMENTS

Here is a complete listing of 1985's monthly prices of available investments in GE's Savings & Security Program. These are the prices at which S&SP participants "bought" shares and units at the end of each month with their weekly or monthly deductions and

the company's matching payments.

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

These monthly prices *should*

*not* be used for income tax reporting purposes. Every S&SP participant receives individualized tax information statements that provide the data needed for tax returns. These statements should be filed for use when needed.

Month	Stock Price	Mutual Fund Price	Price	Holding Period Fund				Long Term Fund	
				YTD Annual Income Rate (a)				Price	YTD Annual Reinvestment Income Rate
				1982	1983	1984	1985		
January	\$60.364	\$33.181	\$10.00	16.5%	13.6%	13.2%	12.6%	\$11.03	10.9%
February	\$63.447	\$34.967	\$10.00	16.7%	13.7%	13.2%	12.7%	\$10.80	11.2%
March	\$61.881	\$34.449	\$10.00	16.7%	13.7%	13.2%	12.6%	\$10.51	11.2%
April	\$59.696	\$34.637	\$10.00	16.7%	13.7%	13.2%	12.7%	\$10.64	11.0%
May	\$59.818	\$35.514	\$10.00	16.7%	13.7%	13.2%	12.7%	\$11.03	11.1%
June	\$60.906	\$36.097	\$10.00	16.7%	13.7%	13.2%	12.7%	\$11.22	11.1%
July	\$62.392	\$36.926	\$10.00	16.6%	13.7%	13.2%	12.8%	\$11.10	11.1%
August	\$61.591	\$36.318	\$10.00	16.6%	13.7%	13.2%	12.8%	\$11.16	11.2%
September	\$59.395	\$35.621	\$10.00	16.6%	13.7%	13.2%	12.8%	\$11.11	11.2%
October	\$58.761	\$36.010	\$10.00	16.6%	13.7%	13.2%	12.8%	\$11.17	11.2%
November	\$63.544	\$38.038	\$10.00	16.6%	13.7%	13.2%	12.8%	\$11.40	11.3%
December	\$69.238	\$40.033	\$10.00	16.6%	13.7%	13.2%	12.8%	\$11.77	11.4%

(a) The "announced" HP Fund Rate was 16.25% for 1982, 13.25% for 1983, 12.75% for 1984, and 12.50% for 1985.

*Carolina* Newcomb  
Dennis Peterson  
James M. Richmond  
Barbara E. Thomas

### 5 years

*Colony*  
Patricia M. Owen  
*Dallas*  
Annette Presley  
*Glastonbury*  
Veronica DeCourcy

*Greensboro*  
Richard Van Atta  
*Los Angeles*  
Katherine Vogelheim  
*Morristown*  
Robin E. Crystal  
Ronald Mains  
*New York*  
Herbert Leiser  
Susan Monahan

*Rockville*  
Gene Bolmarcich  
Scott Kalski  
Bettye Wolfe  
Susan Yee  
*San Francisco*  
Douglas W. Hurley

*parting shot*

## **MARKMAKERS IX FOCUS ON EXCELLENCE**



The recipients of MARKMAKERS IX awards and their guests will travel to The Cable Beach Hotel and Casino in Nassau, The Bahamas, from March 12-16. The theme will be "Focus on Excellence."

The annual MARKMAKER awards recognize the best of GE Information Services' Marketing and Sales force. "These employees exemplify a standard of excellence that is critical to the Company's success," declared Jim McNerney, one of the MARKMAKER IX hosts.

Each MARKMAKER recently received a distinctive invitation—a conch shell like the one pictured above. The April SPECTRUM will feature a story on the MARKMAKERS and their festivities in The Bahamas.