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SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

cover story

POSITIONING FOR THE POINT-OF-SALE MARKET



page 5

JOHN SIDGMORE INTERVIEW

page 10

NEW COMMUNICATIONS LABORATORIES

page 16

EAST-FAX

CONTENTS

Point-of-Sale Services	1
Sidgmore Interview	5
Good News	7
Industry Briefs	7
A Photo Story of the Fair	8
New Laboratories	10
MARKMAKERS	12
Meredith Springs-Levert	14
20th Anniversary Continued	15
FastFax	16
Worth Noting	18
Documentation	19
S&SP	19
Summer of Fitness for MDA	20
Bottom Line	20
Editor's Notes	20
SDC (continued from last month)	21
Milestones	21

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

POSITIONING FOR THE POINT-OF-SALE MARKET

Late last year, GE Information Services Company entered a new market by introducing Point-of-Sale (POS) Transport Services both for terminals with a built-in MARK*NET™ log-on sequence and for terminals without that feature.

And just last month, POS Services followed up by launching the POS Major Credit Card Authorization Service, which enables retailers to obtain authorization for transactions involving credit cards such as MasterCard™, VISA®, Carte Blanche®, Diner's Club®, American Express®, and (soon) proprietary cards. This market has grown explosively since the late 1960s and continues to expand at a rapid rate.

The new POS Services businesses are getting a dramatic boost thanks to close cooperation with Communications Engineering (now Telecommunications Engineering) on the development of two promising capabilities, direct Resource ID (RID) log on and what is called the "on-net solution." (See page 4 for further details.) These technical improvements will lower the cost of POS services and reduce transaction response time from more than 30 seconds to roughly 25 seconds (RID log on alone) and then to approximately 20 seconds (the on-net solution, which takes advantage of RID log on).

This substantial reduction in response time is the key to winning in the credit card authorization market: speed is everything. If the credit card authorization check takes much more than 30 seconds, retailers can lose business as time-conscious custo-



Photo by Brooks Blanc

Applications Marketing Operation VP & GM Ruann Pengov (center) checks out the Point-of-Sale Services exhibit at the "All-Employee Trade Fair" in Rockville with the help of (left to right) Donna Valtri and Joan Parker-Smith.

mers decide that they can wait no longer. In short, the faster that retailers can move customers through checkout counters, the more merchandise they can sell—and the new POS Services businesses are designed to accommodate that demand.

Marketing Strategies

The augmented POS transport and credit card authorization services constitute the first steps in a value-added marketing strategy for POS Services. Beginning with a strong underlying transport capability, POS is adding—and will continue to add—services that represent real value to clients in target markets such as: national petroleum retailers, specialty chains, truck stop operators, car rental agencies, furniture stores, major hotel chains, and telephone companies.

Major credit card authorization, for example, is one of the most important weapons a retailer can

On the cover, General Electric Company Vice Chairman and Executive Officer Larry Bossidy took time at the All-Employee Trade Fair (see picture story in this issue) to watch Donna Valtri (manager, POS Marketing) and Joan Parker-Smith (Credit Card Service Marketing) demonstrate the use of direct RID log on for credit card authorizations.

Photo by Brooks Blanc

wield to combat credit card fraud. In 1985, retailers experienced credit card fraud losses totaling nearly \$2 billion. Moreover, retailers lost \$9 billion in 1985 as a result of credit card customers exceeding their credit limits and then failing to pay their bills.

However, the company's plans for POS value-added services extend beyond credit card authorizations. In the coming months, POS Services will commercialize services that address the retailer's competitive needs. Such services will allow retailers to track inventory, traffic patterns, and productivity and to develop customer profiles—all during the execution of a purchasing transaction. All of the network-intensive applications offered today—as well as those to come—can be dramatically improved by direct RID log on and the on-net solution.

The direct RID log-on capability has been released for deployment, will be made commercially available some time this summer, and will speed up the POS credit card authorization service. This fall, POS Services and Telecommunications Engineering will unveil their on-net solution, which employs direct RID log on and independently enables all standard POS terminals to gain equal and more rapid access to the delivery network for POS Services.



Photo by Jean Sunderland

Karen Pitelka and Roy Henderson take a last look at their ambitious delivery schedule for the on-net solution.

“These new capabilities are the products of solid teamwork across many GE Information Services organizations,” reported Donna Valtri, POS Marketing manager. “Such teamwork is the key to achieving a technological and competitive edge and then successfully delivering our services to the market.”

The Team Behind New POS Services

If you've ever stood at a check-out counter drumming your fingers and rolling your eyes while the clerk uses an electronic terminal to obtain authorization for your credit card purchase—or, worse yet, for the credit card purchase of one of the shoppers in front of you in line—you'll understand exactly why POS Services has been focusing on improvements in transaction response times.

As things now stand, to access any network, a POS dial terminal must incorporate the appropriate log-on sequence as a built-in terminal feature. Although several manufacturers are building the MARK*NET log-on sequence into their devices, most of the approximately 200,000 credit card authorization terminals in the market today do not have our log-on sequence built in, a fact that slows the delivery of POS services.

GE Information Services has countered this challenge employing strategically located MARKLINK® terminals to afford POS Services delivery system access to terminals in a limited number of sites (roughly 100 cities). The MARKLINK terminals add the log-on sequence to the transaction before it actually enters the network, but that solution is costly and increases the transaction response time.

Recognizing the market's needs and the potential to enhance the company's competitive position, Karen Pitelka (Retail and Financial Systems Marketing manager) and Larry Mauceri (Technical Product Support manager) asked Scott Hamilton (VAN Operations senior consultant) to evaluate network solutions to response time improvements and cost reductions. Hamilton consulted with Jim Keough and then approached Communications Engineering to request a feasibility study on means of leveraging network technology to exploit a new market opportunity.

Bob Brooks (Network Transmission Software manager) and Mamie Yee (Communications System Terminal Interfaces manager) considered the needs of credit card authorization clients and soon thought of applying direct RID log on, the brainchild of Chris

Brook (Communications Network Architecture manager).

Direct RID log on (explained in more detail on page 4) can be used by any MARK*NET client to gain access to his or her own host—or to another host connected to the network—without the time-consuming MARK III® Service (formerly MARK III Foreground Service) validation procedure before the transaction is forwarded to the central concentrator (CC). This CC software will allow POS terminals to log on to the network directly to the desired host, bypassing MARK III Service. Validation still takes place but is accomplished on the CC. Records are subsequently sent to MARK III Service for accounting.

Based on the early evaluations of direct RID log on, the applicability of direct RID log on for POS Services' clients was clear: eliminating the need for MARK III Service validation could reduce POS transaction times by as much as eight precious seconds, making POS Services very competitive in the dial-up terminal market.

But Communications Engineering didn't stop with the application of direct RID log on to POS credit card authorization services. The team was on a roll, and programmer analyst Rudy Florjancic conducted studies that produced a way for terminals without a built-in MARK*NET log-on sequence to emulate terminals that have such a feature—and hence to access the network. Joan Parker-Smith (Credit Card Service Marketing) then coordinated the next step with Mark Yader (X.25/Asynch Network Services manager), establishing the official Marketing requirement and moving the on-net solution into the product development phase.

This on-net solution (explained in more detail on page 4) takes advantage of direct RID log on and will "upgrade" credit card authorization terminals that do not have a built-in log-on sequence. By developing the capability to add the log-on sequence at the mini remote concentrator (MRC) locations, the on-net solution will enable GE Information Services to address the needs of any standard POS terminal in all 600 U.S. network access locations—and to do so several seconds quicker than currently feasible.

The on-net solution is now in development and should be ready for integration release this summer. Karen Pitelka and Telecommunications Engineering

manager Roy Henderson jointly constructed an ambitious release schedule that reflected their agreement on a central issue: the on-net solution should be in place in time to accommodate the 1986 holiday retailing season.

Combined with the breadth of the MARK*NET network and direct RID log on, the on-net solution is designed to generate one of the fastest response times in the industry and the most flexible POS service available. This flexible system can accommodate any standard POS terminal—a unique capability that no other competitor can claim. As Donna Valtri declared, "Engineering is to be congratulated for what amounts to an enormous technological breakthrough for our POS business."

Satisfied with the product and the schedule, Karen Pitelka noted that "this project demonstrates how Marketing and Engineering can successfully focus on the external environment—our clients' needs—and develop a service that's going to win big for GE Information Services."

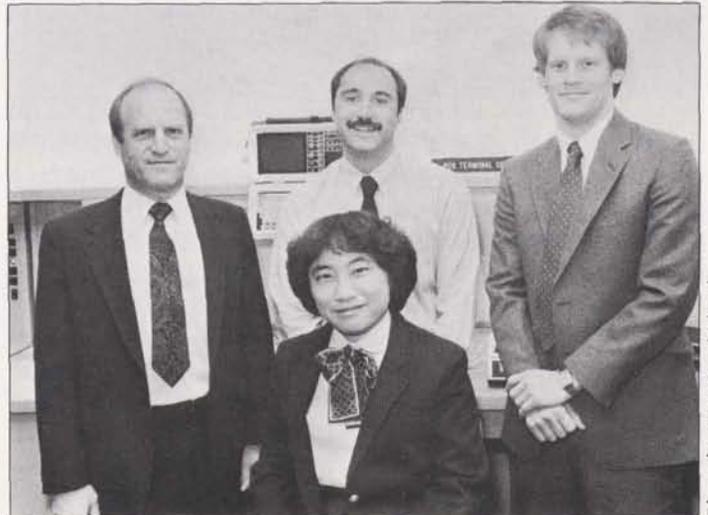


Photo by Jean Sunderland

The people who figured most prominently in the development and application of direct RID log on and the on-net solution for POS Services include (from left to right, standing) Chris Brook, Rudy Florjancic, Bob Brooks, and (sitting) Mamie Yee.

HOW IT WORKS

A brief profile of an electronic credit card authorization via GE Information Services' POS Services should prove useful in understanding direct RID log on and the on-net solution.

Access for Terminals With Built-In Log-On Sequence

When a customer makes a credit card purchase, the merchant passes the credit card through the magnetic stripe reader on a POS dial terminal, enters the dollar amount of the sale, and then activates the terminal's auto-dialing feature. The terminal auto-dials a predetermined local access number for MARK*NET.

At this point, the terminal logs on (sending speed recognition characters—Hs—in the process) to the network via a user number/password log on. The connection to the desired host is then established based on the log-on information. The host then prompts the terminal for credit card and transaction data from the magnetic stripe and from hand-entered data.

The host receives credit card and transaction data and then searches either its own data base or an external data base (usually one belonging to a major credit card company). The host then transmits a credit authorization, denial, or other code to the terminal, completing the authorization transaction.

The direct RID log on (illustrated in the accompanying diagram) alters the above sequence at the very beginning, when the terminal auto-dials the network. With direct RID log on, the terminal can access the desired host directly, bypassing MARK III Service, eliminating the user number/personal password step, and improving response time.

Access for Terminals Without Built-In Log-On Sequence

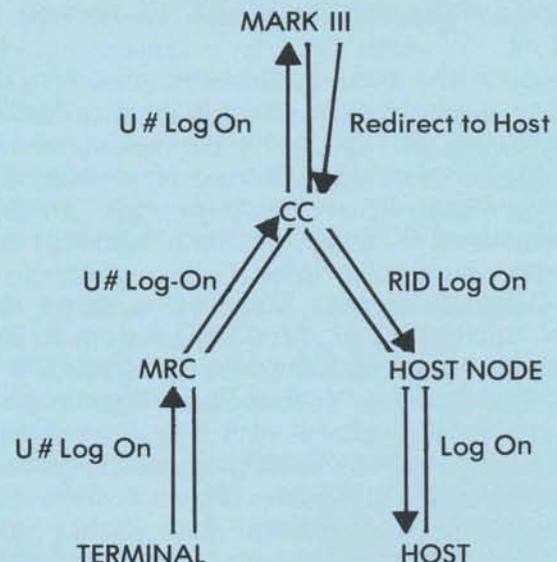
When a terminal without a built-in log-on sequence accesses the network now, a MARKLINK terminal (MLT) must generate a user number and password for the terminal.

The on-net solution—which incorporates the direct RID log-on capability—enables an MRC to generate a request character (called an "ENQ")

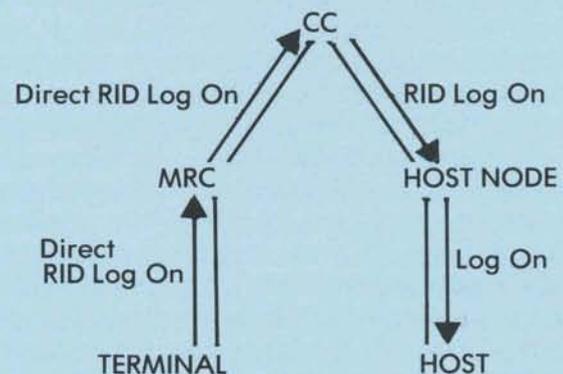
that emulates the VISA Protocol if the usual speed recognition characters (Hs) are not received.

The RID of the desired host is embedded in the transaction data transmitted by the terminal. The MRC uses this RID number to execute a direct RID log on to the host via MARK*NET. This basically adds the GE log-on sequence to any terminal without the necessity for deploying MLTs.

USER NUMBER LOG ON TO HOST



DIRECT RID LOG ON TO HOST



JOHN SIDGMORE ON USS&SO IN 1986

[Editor's Note: In the following interview with SPECTRUM, John W. Sidgmore, VP & GM, U.S. Sales and Services Operation (USS&SO), discusses the challenges and prospects facing USS&SO in 1986.]

Q: In a capsule, how does 1986 and the short-term future look for USS&SO?

A: As you know, GE Information Services is at the beginning of Project 36, our 3-year business and sales plan. Net income probably will decline in 1986 and 1987, because those will be building years. However, we expect to be back on the growth track by 1988. In U.S. Sales, we are expecting moderate growth on revenue in 1986, and we have a target of \$170 million.

Q: Do you expect to make that number?

A: We think we have a good chance. In the U.S., we have missed our target for the last 3-4 years, often by as much as \$30-40 million, largely because the business was changing and evolving, and we weren't very realistic in our expectations.

This is the first year that our budgets were developed using Field input, and the budgets are much more realistic. Moreover, there have been several positive factors in the past year that make us more optimistic.

Q: Could you summarize some of those factors?

A: First, we have focused our business. We are looking for prospects that best fit the application arenas in which we are specializing—namely EDI, dealer systems, VAN/POS services, financial services, and office and corporate services. The market demand in these arenas has been exceptionally strong, and for the first time in years, our order and opportunity base is growing.

Second, we are screening potential clients and prioritizing them by the probability of closing the order and the level of profits that the sale would produce.

Third, we're being smarter about how we execute after the close in terms of implementation planning.

Fourth, we're upgrading our productivity by specialized training and by implementing project management systems and other productivity tools in SDC that should improve our capability to serve target markets.

Finally, customers are now going outside to purchase computer services again, in a world where competition in all industries is forcing more agility. Companies cannot afford to do everything them-



John W. Sidgmore

Photo by Jean Sunderland

selves anymore. In addition, public networks are natural environments for multi-company systems like EDI, POS, and dealer applications.

Q: Is there any factor that might jeopardize making the 1986 projections?

A: We think that we have a pretty accurate forecast of base account revenues. There is some erosion here, but we understand it.

We also have a reasonable estimate of business from new applications, which shows a dramatic jump over last year, but there is some risk. While growing, the revenue ramp from new business that was closed over the last year is still growing slower than our estimates.

Some of our new markets—EDI in particular—require more implementation time than expected, and we have had significant product issues during start-up. Additionally, some of our markets—POS, for example—are taking longer to develop than we had originally thought, although they are still very attractive.

Continued on next page

Q: What forces will be driving USS&SO during the next few years?

A: Clearly the pace of change in our industry has been astronomical, even frightening in the last 4-5 years. All the pieces of our industry are changing.

The advent of micros pretty much devastated timesharing, and the VAN business came on the scene. The demand for custom remote processing services has declined recently, and the deregulation of telecommunications is affecting our entire industry.

If GE Information Services as a company has appeared confused, seemed to lack direction and strategy in the last few years, it's probably because that was true. We were reacting to a surprising and confusing rate of change in our business, and our competitors were confused also.

Now we are a market-driven company, not an opportunistic field-driven or technology-driven company like we were five years ago. We have a focused approach to sales that starts with a targeted prospect list. These realities will drive USS&SO during the foreseeable future.

Q: What do you see as our greatest sales opportunities?

A: It's hard to prioritize our target areas, but the two largest new opportunities for the long term are EDI and dealer systems, in my opinion. These two areas have tremendous potential, and they're the two most exciting products we've had in a long time.

We've closed 40 major EDI orders in the last few months without great difficulty. The trick in EDI is to install and ramp the accounts. Once we've sold the product to the hub, we have to execute links with its hundreds—or even thousands—of suppliers.

It's not like the old days when one department controlled the purchase, and installation wasn't a big deal. Now neither we nor the client control the installation completely.

There is a clear window of opportunity for us in EDI. That window should be open for a couple of years, but by then most significant vendor decisions will have been made. I think we have a leg up on the competition (primarily McAuto) in terms of product and coordination, so I'm optimistic about our EDI prospects.

I think there's also a window of opportunity open in the dealer systems field. We don't have a major competitor at the moment, although McAuto probably will be our major competitor in the long

run. I don't think the dealer systems market window will be open for long, so we'll have to move quickly to satisfy potential clients, who usually have unique needs.

The VAN, POS, financial systems, and office services markets are open to several competitors, including Telenet, Tymnet, McAuto, and others. Here we'll be relying on our worldwide client services and support groups and the reach of our network.

Q: What are the biggest challenges facing the sales force?

A: Our two biggest challenges are to make our revenue commitment and thus prove we can manage our business and, independent of the revenue target, to verify that we can deliver revenues from our new targeted business arenas.

In addition, now that we have settled into a promising strategic approach, we have to demonstrate that we can execute product deliveries and do so in a timely manner.

We have to remain committed to this strategy and force ourselves to continue to improve our execution. Inherent in this challenge is the issue of time, and GE Information Services—via Project 36—has committed to give this strategy enough time to make it work.

Clients cannot justify purchasing poor quality services, and if we fail to satisfy their needs, clients will choose other solutions. Quality must be the top priority in applications software, in network and delivery systems, and in client support.

Q: How are our clients responding to the new company focus?

A: The market has reacted very well.

First, many of our clients helped develop our strategy, because we consulted them during our strategic development analysis. They confirmed that our strategy was on target.

Second, we made major presentations to most of our clients and many of our prospects. They were uniformly enthusiastic over the strategy and our specific application arena products and services.

The most important indicator of market reaction is orders, revenue from new orders, and pipeline—and we have extremely positive signs in all of these measurements. For that reason, despite several execution challenges facing us, we believe we will make this strategy work.

GOOD NEWS

During February, nine contracts with a potential MPR of \$200,000 were signed. Key closes included the contracts briefly summarized below.

HCA

Starting this spring, HCA will be employing EDI capabilities over the next two years for processing health care claims and for ordering and monitoring delivery of supplies.

Bob Creasy is the GE Information Services account representative. Marguerite Bogle is the SDC project manager.

Transglobal Trade

For the next year, Transglobal Trade will be using QUIK-COMM™ System and the QUIK-COMM System Personal Computer Mailbox to transfer trade documents among its trading partners in a new international trade system with clients in the Philippines and the Far East. Training has begun for several of the trading partners.

Dennis Steffe is the GE Information Services account representative. Karen Anderson is the SDC project manager.

Inventory Locators

Starting this spring, Inventory Locators will utilize EDI capabilities to monitor an inventory system for airplane parts.

Bob Creasy is the GE Information Services account representative. James Adams is the SDC project manager.

Bristol Myers

The Bristol Myers International Group will be replacing Telex capabilities with QUIK-COMM, via PC Mailbox, for over 40 international locations and for its New York City headquarters.

Glenn Veltman is the GE Information Services account representative. Al Weis is the SDC project manager.

Fidelity Systems

Fidelity Systems will be linking their existing PROFS user community (roughly 300 terminals) to the QUIK-COMM System via the PROFS/QUIK-COMM interface.

Susan Monahan is the GE Information Services account representative. Bob Sedgwick is the SDC project manager.

INDUSTRY NEWS BRIEFS

AT&T Discontinues Net 1000

After spending over \$1 billion on development over ten years, AT&T recently announced plans to close down its four-year-old Net 1000 system. The system should be completely turned off no later than June 1, 1986.

Company officials expect that AT&T may have to take a charge against earnings as a result—perhaps tens of millions of dollars.

The relatively small group of Net 1000 customers has been advised to consider switching to Telenet or MARK*NET Service. GE Information Services already is talking with two former Net 1000 customers, Corning Glass and Freddie Mac. GE Information Services should be able to satisfy such customers by exploiting its strong marketing capabilities, extended follow-through on client needs, and worldwide teleprocessing and telecommunications network.

AT&T will continue to operate Accunet®, its basic packet-switching network, and its new electronic mail service, AT&T Mail, which debuted in February.

British Telecom to Acquire ITT Dialcom

British Telecom announced its plans to acquire ITT's Dialcom division (terms not disclosed). ITT stated that its plans to divest itself of the unit were based upon a failure on the part of Dialcom to meet management growth and profitability expectations.

British Telecom is buying Dialcom as part of a diversification effort. Dialcom will give British Telecom a foothold in the American electronic communications market.

The implication for GE Information Services and QUIK-COMM: Although increased investment will afford Dialcom a competitive edge in the pure electronic mail market, the British Telecom/Dialcom approach still will focus on communications (transport).

GE Information Services' competitive edge will stem from the wide range of applications solutions available to the company's consumer base; a focused applications marketing approach; and a worldwide teleprocessing network and support organization. The company's applications, approach, and organization constitute assets that differentiate GE Information Services offerings from others in the marketplace.

The British Telecom acquisition of Dialcom does not pose a great competitive threat. British Telecom will invest some time restructuring the company, and its background and experience are in a monopolistic environment, not the highly competitive international electronic mail market.

THEY CAME TO THE FAIR!

On March 21, many hundreds of employees visited GE Information Services Company's "All-Employee Trade Fair" at the International Training Center in order to better "Know Their Business."

Exhibits at the Fair provided information and handouts on: Financial Systems, Corporate Systems, Point-of-Sale Services, Dealer Systems, Payment Services, GE*Tutor, EDI, Client Services, GENie, MARK*NET IBM, and Communication Services.



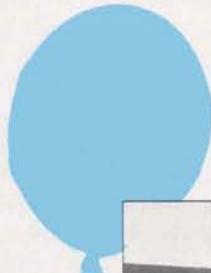
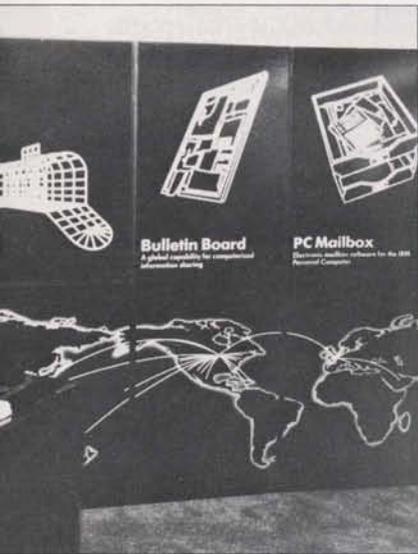
Welcome to the Fair!



Larry Bossidy, General Electric Company Vice Chairman and Executive Officer, toured several exhibits at the Fair, escorted by GE Information Services employees.

Credit for planning and organizing the Fair belongs to dozens of employees and the booth staffs. A particular congratulations goes to Frank Hart, Lynette Demarest, Becky Terry, Trish Nettles, Saul Summerall, John Dudas, Judith Greig, and Charlie Quatt.

For all those who couldn't attend, the accompanying photographs convey a little bit of the flavor of the Fair, which also offered a variety of food and featured several door prize drawings.



Rockville employees and visiting employees from other locations circulated among the booths, with frequent stops at the various food stations.

NEW LABORATORIES INAUGURATED IN ROCKVILLE

Last January, the Telecommunications Department cut the ribbon on two new laboratories, the Communications Hardware Laboratory and the Communications Firmware Laboratory. These two new labs were planned, developed, and built over the last year and incorporate a number of special features that facilitate the efficient use of lab space and equipment and that improve the productivity of the electronics engineers.

The labs are designed for those who need to evaluate or develop hardware or firmware. The labs also represent a new standard stop on the Rockville "GE Information Services Tour" for clients, vendors, and recruits.

Inside the Laboratories

The Communications Hardware Laboratory has workstations currently dedicated to network management, computer-aided design (CAD), modem qualification, packet assembler-disassembler (PAD) qualification, and point-of-sale (POS) terminals.

The Communications Firmware Laboratory has workstations for the micro data concentrator (MDC)

and for analyzing the cause of aborts of the mini remote concentrators (MRCs).

The labs feature special facilities and equipment that were designed specifically to meet the engineers' requirements. Most notably, the labs offer:

- Workstations that are specially designed for development activities. The workstations are on two levels—counter height and desk height—to accommodate varying work positions.
- Centralized racks where test equipment can reside permanently and then be easily connected with patch panels through cables to specific workstations. The equipment need not be physically moved, no rewiring is required, and a simple patch cord or two can afford any workstation access to any equipment in either lab.
- Power, communication, and data lines connected directly to the workstations via cables that are housed in covered channels running around the walls of the lab. Additionally, each workstation includes a central power board with numerous outlets, thus eliminating the need for extension cords. This arrangement avoids the not uncommon welter of randomly scattered cables and extension cords that often characterize a central lab facility.

Moreover, each lab features a central shut-off switch for all electrical current. Should an emergency arise, anyone in the lab can quickly cut off all electrical power.

- A unique lighting configuration that minimizes the impact of necessary lighting on work undertaken at any specific workstation. Each lab has two-level fluorescent lighting, variable ceiling spotlights, and fluorescent lights mounted at each workstation for individual control.
- Anti-static carpeting and high-power air conditioning equipment that keeps the lab equipment cool even during heavy work periods or heat waves. Moreover, the air conditioning can be temporarily turned off to minimize the noise level and thus accommodate use of the labs as a conference room during client or vendor demonstrations.

The Genesis of the Laboratories

The primary force behind the development of the two laboratories was the need to enhance work force productivity. As the Telecommunications Engineering group and its stock of test equipment expanded, the capacity of the small terminal room that had been dedicated to lab equipment was soon outstripped.

Increasingly, the lab became a productivity bottleneck. As equipment rotated among users, it



Photo by Jean Sunderland

Raj Parikh and Joe Jarboe (standing) work with Mike Youmans (sitting) at a modem qualification workstation in the new Communications Hardware Laboratory. Thanks to the centralized test equipment cabinet behind them, they can use the PC to control the telephone line simulator. Here they slowly degrade the simulated line signal, use the test equipment to take bit error rate measurements, and receive two-column output data fed back through the PC.

became increasingly difficult to locate without a potentially lengthy series of phone calls. Moreover, the use of such equipment in open work spaces was not compatible with a lab testing process that relies on trial and error, group conversations, and possibly numerous configurations of different pieces of equipment to accomplish a given task.

The labs were planned with substantial input from the engineers who use the new facilities. Early planning meetings generated a report on possible lab features, the report was circulated among hardware engineers for comment, and a detailed floor and equipment plan was then produced.

Keith Snyder, a technical specialist with responsibility for lab coordination and engineering assistance, took over from there. Snyder acted as the primary interface with Facilities—where he found strong assistance from Dave Klein, facilities engineer, Evaluation/Design. Snyder also worked closely with equipment suppliers and contractors, supplying necessary drawings and specifications and monitoring work progress and quality.

Clients, recruits, and suppliers have seen the facilities and are uniformly impressed with the depth of the labs' development and evaluation capabilities.



Photo by Joe Gordon

Technical specialist Keith Snyder (seated) wires a printed circuit board specifically designed as a diagnostic tool for GE Information Services' mini remote concentrators (MRCs). Admiring his work are (standing, left to right) Don Pinnell, data communications manager, GE Aircraft Engine - Lynn; Tim Hess, communications specialist, GE Plastics Business Group; and Art Levine, telecommunications manager, GE Plastics Business Group.

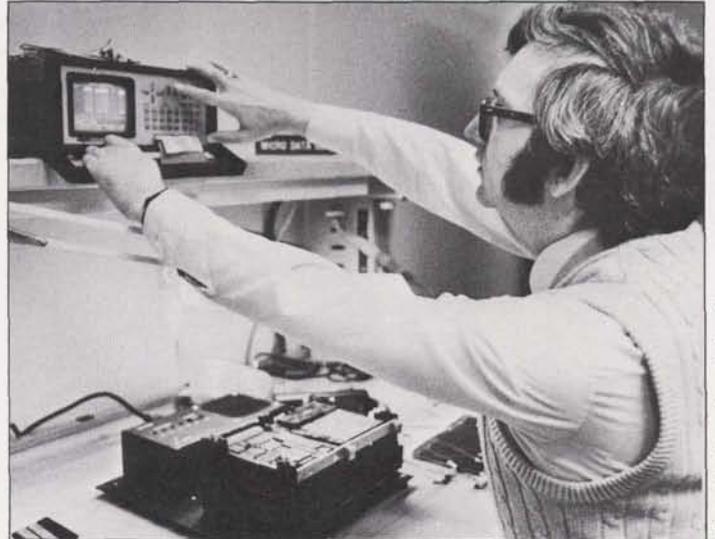


Photo by Jean Sunderland

Jay Lancaster, senior systems engineer, intently works at a micro data concentrator workstation in the new Communications Firmware Laboratory.

Marketing and Tech Ops often bring current or potential clients on a tour of the lab.

Last February, a group of roughly fifteen data communications managers from components throughout GE held one of their quarterly meetings in Rockville. These managers are essentially GE Information Services clients—they procure network services through the Corporate Data Network Service (CDNS). Art Hyder, manager, Data Network Services, reports that they "were very impressed with the state of our technology and our new potential for enhancing the services we provide to them."

Bringing vendors to the labs has been particularly productive. Familiar with the company's high-quality test capabilities, vendors often request that tests of new or modified equipment be conducted. GE Information Services engineers often suggest improvements, which are frequently incorporated into the final product. This interactive relationship keeps the company aware of new technological developments and also can generate a standard vendor product that meets the company's needs without requiring custom products at a higher unit cost.

The advent of the Communications Hardware Laboratory and the Communications Firmware Laboratory is clearly a very positive development for Telecommunications Engineering and for GE Information Services business as a whole.



MAKING THEIR MARK

On March 12-16, the domestic MARKMAKERS and their guests at the Beach Hotel and Casino. Beginning with a poolside party, the MARKMAKERS met with Michael Mondavi of Mondavi Winery by a wine tasting session with a pitcher and Jockey and me.

The MARKMAKERS enjoyed a garden party at the local beach. A Formal Farewell Dinner was held out to all the MARKMAKERS pictured on these pages at the Bahamas.



MARK IN THE BAHAMAS

Local and international MARKERS assembled at The Cable in Nassau, The Bahamas. A reception and barbecue, followed on to presentations by Clavi Vineyards (followed by Jim Palmer, noted in the photo).

Attendees enjoyed a variety of sports, including a visit to the Botanical Gardens, and a dance. Congratulations go out to the MARKERS, some of whom are working and at play in The Bahamas.



SPOTLIGHT ON: MEREDITH SPRINGS-LEVERT

Meredith Springs-Levert is difficult to capture on film. It isn't that she's not photogenic, but rather that it takes a few moments for her energy and intensity to register fully.

As Employee Relations Manager for Applications Marketing Operation, NSO, and GE Accounts, Meredith views herself as a business partner who adds value to what employees do, primarily by helping to provide the kind of environment in which they can do their best work.

"I'm a strong advocate for people. We can't forget that we're a people-intensive business," she notes. "I spent my first week getting to know as many people in my client group as possible. I'm involved in every aspect of their careers—salary, promotions, planning—and I never want to do that in a vacuum."

Sharing Her Knowledge

After five years as the Central Region Employee Relations Manager (working out of Chicago) and three years before that as the Manager of Employee and Community Relations for the GE Lighting Business Group in Cleveland, Meredith assumed her present position in Rockville last October.

While in Chicago, Meredith volunteered her time and expertise in support of two local agencies, the Chicago Association of Commerce and Industry's Youth Motivation (YM) Program and the Chicago Association for Retarded Citizens (CARC).

She recognizes that such efforts generate heightened corporate visibility and access to a pool of potential employees, but she undertakes volunteer work primarily because it's a way of life for her: "I have to give back some of what I have. What advantage is knowledge if you just hold it in your head or only use it when you're paid? Besides, I get far more from working with people than I could ever give back.

"A lot of it comes from my mother. She was always involved in projects, working in her kids' four schools. I went back two years ago and walked into the school with her. Everyone was saying, 'Hello, Mrs. Springs, how are you?' She hasn't had kids in school for eight or nine years, but they still call her for help, and she still gives it. I asked her, 'Are you running for office?'"

Supporting the Youth Motivation Program

Meredith first became involved in the YM Program four years ago, when one of the recruiters on her staff reported on his experience as a speaker. Initially, she presented speeches—prompting several schools to



Photo by Jean Sunderland

Meredith Springs-Levert

request return engagements. She also served as YM Program coordinator for DeWitt C. Creiger Vocational High School, where "we started noticing that the days that speakers were scheduled, attendance would increase."

"As a speaker, I talked to kids about the facts of life, not about career planning and counseling. For inner-city kids, the facts of life are bleak. Industries that used to employ them are dying, and we're in the midst of a high-tech age that demands skilled workers. It's not easy, but the kids need to know that it's possible for them to succeed."

Meredith's experiences as a speaker are illuminating and touching—a window on a world that many rarely encounter.

"In one session, a young man came in, a Michael Jackson lookalike," Meredith relates. "He asked me if I'd hire him. Now, I didn't want to put him down, but I wanted to be honest. I told him that I liked his personal statement, and it was fine in a social situation. But in our business, it would be a barrier because of the kind of work we do and how we generally look. I told him that imitation is nice, but he should emulate accomplishments if he has the talent. During our exchange, he took off his sunglasses, and a teacher later told me that was the first time anyone had seen him without them."

Meredith also recruited Bob Morrisette of SDC and Clarence Chestland and Ed Groth from GECON to help the YM Program computerize speaker scheduling.

"The YM had a computer, but they didn't know what to do with it," she remembers. "The program was at a virtual standstill, because they had to manually schedule the speakers. The help of our people really saved the program."

"In addition, there was a nice business tie-in. We'd been trying to forge a close tie with the Chicago business community. Although not the original objective, this project gave GE Information Services and GECON the visibility they'd been seeking."

Advising CARC

Meredith's co-administrator at Creiger, the Director of Public Relations at CARC, asked her for advice on fusing employee relations into the organization. As she learned about CARC, Meredith became more active, teaching a comprehensive parenting class for parents who have retarded children or who are retarded themselves and have children.

She also began thinking about retarded citizens who arrive at shelters—often their first opportunity to live outside an institution—with no clothes, because many of those adults have never owned or worn street clothes.

"I told my friends and co-workers about my informal clothing drive, and before I knew it, I was hauling bags of clothing to CARC."

Would she hire a retarded person? "CARC's Workshop Shelter employs retarded citizens to make the pillows that are used on all the major airlines. The employees are punctual and ready to go.

"Of course, there are varying degrees of retardation. But if the person's qualifications matched the job, I would hire that person.

"The manager would have to make sure to communicate expectations explicitly and to monitor results a little more closely than usual—but don't we want our managers to communicate well and monitor performance anyway?"

Undertaking Volunteer Work

Meredith believes that everyone can do what she does.

"My husband is very supportive and helps me out—I couldn't ask for more," she says. "I'm also very appreciative of my Chicago manager Jay Walsh's understanding and the time allowed for my volunteer work.

"We all can find roadblocks to anything we want or don't want to do. We all suffer from poor time management, but if you truly want to do something badly enough, you'll find the time. How little it really involves—3 or 4 hours can make a difference. Some people just fail to recognize what they have to give and that there are people willing to receive it."

20th ANNIVERSARY: CONTINUED



Photo by Jean Sunderland

[Editor's Note: Apologies are in order for the unintentional oversight that omitted Lee Anderson from the roster of 20-year GE Information Services employees published in the 20th anniversary issue of SPECTRUM. Below, he shares his perspective on the company's evolution.]

"Since 1965, I have seen timesharing grow into remote computing services, have seen classic timesharing go over to personal computing. The challenge is one of handling the change for the business and for career adjustments. New opportunities are once again arising that are generating the fast-paced interest that existed in the early days of GE Information Services."

QUIK-COMM

DEBBIE GEORGE
DETROIT

*What is the password for the program QUIKADMN***?*

The default password is UPDATE. After the administrator gets into the program, he or she can issue the command PASS, which then accepts a new password.

MARK
UK BANKING

Is there a mechanism within the QUIK-COMM System to limit an address to an ABU ceiling?

No. The only way you could do it would be to use an immediate run program to check the PAR data base and refuse access to a user number if a given ceiling of ABUs is exceeded. This will generate resource charges at sign-on time, however.

MARK BALAWAJDER
PHILADELPHIA

What is it that's causing PC Mailbox to respond with "Address/Password Rejected" when we address the message queue?

Experience seems to show that the question mark in the subject line causes the problem. The solution for the time being is to have everyone quit trying to ask questions in the Subject Line—at least, don't use the question mark.

DISTRIBUTORS

JIM BILLGER
HOUSTON

Our client wants to know what the access speeds and phone numbers are for the various cities in and around Saudi Arabia. Is there a file? Yes, list a DY28 file named SAUFAST.



FAST-FAX
8*274-6517 QK: FAST

ARIF
SAUDI ARABIA

Who is the owner of catalog QUIK-COMM64?

It's owned by the General Electric Company. Many of the GE components worldwide and here in the states have user numbers in catalogs QUIK-COMM63, 64, 65, 66, and 67.

All these catalogs are grouped, which means that all users can send messages to one another. The entire "group" of catalogs is handled by Peggy Palmer (recently moved into the GE account area), and her QUIK-COMM address is GENET.

If you have questions about any of the U#s in these catalogs, send a QUIK-COMM to Peggy—she's the administrator for the catalogs. Incidentally, if you have any GE components that are not in this group and would like the ability to send messages to other GE departments around the world, encourage them to get a U# in one of these catalogs.

TIM LEE
SAN FRANCISCO

What is the status of MARK III access in Korea? Can we use the QUIK-COMM System there? What baud rates are available?

Complete details are in a QUIK-COMM11 file named QCKOR*EA. Tom Joehl just returned from a trip there, making arrangements with a Public Data Network.

DELIVERY SYSTEMS

JIM MARZONIE
DENVER

Is the SIMVTAM for accessing MVS TSO commercially available yet?

Not quite, but as a GE Information Services employee, you can try it if you like, to get acquainted with it. There are many user advantages to this new accessing method, and the list of supported terminals may open up some new prospects for you.

Here's the list of the *qualified and fully supported* terminals:

Televideo 950; DEC VT52 VT100 (VT52 mode); Formatted Televideo 950; Cybernex XM-3270; Digital VT100; IBM 3101 Model 20 (Block mode); IBM 3101 Model 10/20 (character mode); IBM PC running SIM/PC.

You may remember that when you came through the 3270SIM previously, you substituted an "X" in place of the first letter of the user number. Now, there is no longer a need to do that.

Benefit: User bypasses three previously used equipments: (NIP, VM, and a 3275) and now goes from the Host Gateway to a 3275 directly into MVS.

Benefit: User can utilize the Session Manager, permitting him to have multiple simultaneous sessions with up to 12 different user numbers into timesharing sessions. In addition, a dialog file for the PC with SIM/PC automates the log-on process, from start-up right into TSO on MVS. Here's the way you can test it—for example, from a PC with SIM/PC:

1. Use the normal dial-up lines to Mark 3000™ Service
2. When you receive ==> you enter \$NET
3. The system responds \$READY
4. You type EXIT
5. The system responds \$READY
6. You enter SIMVTAM (this puts you into the Session Manager)
7. In the Session Manager screen, you enter TSO, then a tab, and then your MARK 3000 U#.

At that point, you will receive a TSOE log-on screen. The dialog file for your PC with SIM/PC is available on U# QMD18804, SIMHELP.

Correction . . . Correction

In the last issue of Fast Fax, new phone numbers were listed for the New York City area. One of the numbers was wrong. We printed a new number for 1200 baud access as 212-980-5446, but the correct number is 212-980-5441.

RUSS CARR
CHICAGO

Will PC Mailbox work with the popular Novel Local Area Network (LAN)?

No. Several field sites have reported that it will not work, but because there is no Novel equipment available in Rockville at the moment, the problem is not being investigated.

MATT PARNELL
SDC LONDON

Do you have any on-line files about point-of-sale terminals?

Yes, DY28 has POSGU*DE, but check your paper supply before you start it listing—it's 75 pages long.

New Features on Job Scheduler

Release 3.1 of IBM's Job Scheduling System (JSS) provides users some new features to aid

them in job scheduling and job tracking.

Chances are your IBM-oriented clients are familiar with the job scheduler functions. The use of JSS on MARK 3000 Service *does* require some special mailbox validations, however. The details of the MBX procedures are in a QUIK-COMM11 file named JSSVAL. List it first for instructions, syntax, and so on, before you enter the Mailbox.

**DICK DARNELL
SDC, NEW YORK**

Does anyone have any data on TSI dialog files needed in various countries?

We have some information provided by Udo Rademacher and Guenter Reetz at the Client Service desk in West Germany. You can log on to ZGM44008,KU,TSI to get TSI dialog files for the German Public Data Network. The questions you will be asked are in German, but here is a short description:

1. DATEX-P 300 baud (dial connection)
2. DATEX-P 1200 baud (dial connection)
3. DATEX-P20H Fixed Connection
4. DATEX-P10 Private Pad.

It is very important to set CMB ON (F8) at the beginning of the TSI download session (before entering your choice). Attention: Existing files on your PC named TSI.INT and TSI.DIA will be overwritten. After your choice, downloading of the necessary files starts automatically.

After downloading the files, you can connect to MARK III with local command 'TSI'. The dialog file (TSI.DIA establishes the connection via the German PDN to MARK III Service and asks for user number, password, and Project ID.

NICK

PERTH, AUSTRALIA

A client is looking for computerized production control. Is JOBTRAC® on page 22 of the NSS book available? How about STATUS™ on page 181?

Sorry, JOBTRAC has cancelled from the service and is no longer there. The STATUS software is still available, however.



It's good that you checked before offering it to the client. If you have doubts about the availability of NSS software, send a QUIK-COMM to Author Services (AUTH) or to FAST, and we can tell you whether or not the software is still on the service.

ADMINISTRATION

There have been a few changes in the list of administrators for the internal catalogs. Here's the current list with changes received at Fast Fax.

AG25—Linda Morris
8*273-3696
MAXH
(Linda governs the ranges of 092-850 and 882-999.)

AG25—Walter Crowley
8*273-4826
SYSF
(for numbers not in Linda's range)

AI33—Validations
8*366-5620
VALD

AL22—B. Campbell
8*273-4520
CAMPBELL

AR00—W. Crowley
8*273-4826
SYSF

AR11—B. Campbell
8*273-4520
CAMPBELL

AR22—B. Campbell
8*273-4520
CAMPBELL

AR88—B. Campbell
8*273-4520
CAMPBELL

DY28—B. Campbell
8*273-4520
DY28

EK10—Fast Fax
8*274-6517
FAST

PH56—L. Valentine
8*273-4479
KNOWLES

PO61—T. Madison
8*279-5586
ITIM

PO67—Gladys Appel
8*279-5657
MNAV

QUIK-COMM11
Yvonne Fleming
8*366-5620
CTRL

**VINNIE
DENVER**

Is there a complete list of cost centers available?

Yes. In your AG25 U#, EDILIS CCLIST86. Check your paper supply first; it's 21 pages long.

**ED EISENBERGER
SAN FRANCISCO**

I found an old copy of "IN THE NEWS"—it's great. Are there current issues?

Yes, there was a new issue printed in February. If your office did not receive a copy, send a QUIK-COMM to Nancy Jamison; QUIK-COMM is NEWS.

**JOHN DAUB
NEW YORK**

All the familiar QUIK-COMM

addresses I knew for France seem to be invalid. How can I find a good one?

When you're inside the QUIK-COMM System at the command level, insert USE /FRANCE/. The system will do a search of all the DEFINITIONS of all the addresses it has, looking for the string FRANCE. It will print out for you the QUIK-COMM address and the definition of the address.

**SUSAN WHEELER
SAN FRANCISCO**

Is there a file on line that provides recent changes for USA access numbers listed in the International Access Directory?

It's not a file—it's an immediate run user number, and there's no charge to run in. JAR11555—no comma, no password, just carriage return. It's menu-driven and lets you specify the state or area code of interest.

It's an ideal way for a distributor to provide local access phone numbers to their clients who may be visiting the states, wanting to access MARK III Service.

**JEAN THOMPSON
NEW JERSEY**

How can I get a new index to my Organization and Policy Guide?

Send a QUIK-COMM to MLKEEN and ask for an index. Incidentally, if there are other offices out there (subsection manager or above) who need a copy of the Organization and Policy Guide, you can request it with a QUIK-COMM to MLKEEN.

**MARLA MILLER
BOSTON**

What's new for GE employees at the Walt Disney Magic Kingdom Club?

The Group Travel department at the Magic Kingdom has arranged a group trip for GE employees from coast to coast for four nights, October 22-26.

The package will include deluxe resort accommodations in the Disney Inn. For more details, you can call Betty Hadley at the Magic Kingdom on 305-828-3262. A summary sheet with a list of all the features will be mailed to you if you provide your full address to FAST.

WORTH NOTING

CHANGES IN EMPLOYEE PRODUCT PURCHASE PLAN

Effective January 1, 1986, the Employee Product Purchase Plan was changed to allow employees to receive courtesy discounts on any eligible company product purchased as a gift to eligible family members.

At the same time, the definition of family member was changed to include only those individuals who can be claimed as dependents by the employee on his or her federal tax return. Generally, a dependent family member must receive over half of his or her support from the employee. Purchases for relatives who are not dependents of the employee no longer qualify for courtesy discounts under the plan.

Previously, discounts for purchases of company products given as gifts to immediate family members were limited to certain television products.

Reason for Change

According to Tom Burns, GE's manager of Corporate Employee Benefits, the changes were prompted by requests from employees for discounts on their purchases of gifts—such as major appliances, microwaves, air conditioners, and so on—to dependent children who are away at college or who are getting married. The plan previously did not allow for such discounts.

A third change in the product purchase plan raises the frequency-of-purchase limitations for two products. Two microwave ovens now can be purchased every 36 months, and two videocassette recorders (VCRs) can be purchased every 24 months. (Previously, the limit was one of each product during the specified time period.)

Special Provision

Dick LeFebvre, manager of Human Resources Practices

for GE Information Services Company, reports that because these changes have not been explained before now, special arrangements have been made for handling applications for discounts on eligible products purchased for family members as defined under the previous plan.

"The company will honor applications for courtesy discounts on television products purchased as gifts to family members as previously defined if the purchase was made before the date of this publication—April 14, 1986.

"Also, employees who made gift purchases of previously ineligible products—such as major appliances—for a dependent on or after January 1, 1986, will have until May 29 to submit applications for discounts on those products," LeFebvre said.

For further details about the Employee Product Purchase Plan, consult your new Employee Benefits Summary Plan Description or refer questions to LeFebvre.

ORTHODONTIC TREATMENT SPECIAL PROVISIONS

New coverage for orthodontic treatment programs was added to the GE Dental Assistance Plan on January 1, 1986. But employees with children under age 19 who began orthodontic treatments before January 1 may still be eligible for the new monthly benefits.

Special "prorated benefits" apply for those who were GE employees on July 1, 1985. These benefits provide monthly payments on a prorated basis for treatments remaining *after* the orthodontic coverage is effective. These benefits apply even if a child's orthodontic program begins before the employee achieves the year's service

needed to be eligible for the Dental Assistance Plan.

Transition Rule

To provide benefits for those who have already started orthodontic treatments, there is a special "transition rule" that applies *only to orthodontic benefits and only to those people who were GE employees on July 1, 1985.*

The rule provides prorated maximum benefits for covered orthodontic treatment programs that have already started. Prorated benefits will pay a portion of the \$1000 lifetime maximum benefit.

The monthly benefits will be paid—up to the prorated maximum benefit amount—for the period of active orthodontic treatment remaining after the child became eligible for this coverage.

The calculation differs depending upon whether or not the employee had at least one year of GE service on January 1.

Examples

As illustrative examples:

(1) If you had at least one year of GE service on January 1, 1986, orthodontic benefits will be paid for a child under age 19 if treatment began before January 1, 1986.

In this circumstance, the plan will pay monthly benefits for that portion of the active treatment program that remains after January 1, up to the prorated maximum benefit amount.

For example, suppose the full treatment program is scheduled for 18 months and started in November 1985. The plan will provide monthly benefits for the 16 months of treatment that remain after January 1, 1986. Total maximum benefits will be 16/18ths of the \$1,000 lifetime maximum, or \$889. If the bands remain in place longer than the expected 18 months,

monthly benefits would continue, and the prorated maximum would be higher.

(2) A similar benefit allowance applies to personnel who were GE employees on July 1, 1985, but did not have a year's GE service on January 1, 1986.

In this case, the monthly benefits begin when the employee completes a year's service. Benefits continue during the remainder of the active treatment period, up to the prorated maximum benefit amount.

The Dental Assistance Plan pays monthly benefits for orthodontic treatments according to a benefits schedule that is in the new employee benefits plan booklets.

EISENBERGER TO SPEAK AT COMPUTERFAIRE

Ed Eisenberger, senior consultant, SDC-SF, will speak at the opening technical session of the 11th Annual West Coast ComputerFaire, held in San Francisco, April 3-7.

The ComputerFaire uses exhibits, demonstrations, lectures, and seminars to promote the use and understanding of PCs in the business, scientific, and educational communities as well as by the general public. This year's ComputerFaire will emphasize networking, data bases, and graphics.

"My presentation will examine micro-to-mainframe connectivity in terms of the various emerging technologies that foster system-to-system connectivity: LANs, VANs (such as GE Information Services' MARK*NET Service), communication packages and techniques, file transfer mechanisms, and error-free protocols to accomplish all of the above," says Eisenberger.

NEW AND REVISED DOCUMENTATION

MARK 3000 MVS Service User's Guide Updated

The *MARK 3000 MVS Service User's Guide*, formerly a single-bound 500-page manual, is designed to inform readers on how to use the IBM-based service and its complement of applications, languages, and utilities. It has been revised and repackaged.

In particular, several important modifications and enhancements to MARK 3000 MVS Service are included in this version of the User's Guide. Each of the booklets describes changes and improvements to its particular subject area. These new descriptions include:

- Extensively expanded descriptions of the editors available on MARK 3000 MVS Service
- Expanded work order capabilities available through Remote Media Services (RMS)
- Access information that describes Host Gateway enhancements and expanded 3270 terminal connection availability
- Utility software descriptions that contain valuable user information about DMS/OS and Interactive Output Facility.

The guide now comprises 11 separate booklets, ranging in size from 30 to 350 pages. Users can order just the documents that pertain to their needs or can order the entire set.

To order the complete set, order via OLOS publication 2051.07D. You'll receive all the booklets in a binder for protection and easy maintenance.

Titles of the individual booklets and their publication numbers are listed below:

- *Overview* (2051.07D-1)
- *Access Information* (2051.07D-2)
- *Security & RACF* (2051.07D-3)

- *TSO Commands & CLISTs* (2051.07D-4)
- *Job Control Language (JCL) & Production Control Facilities* (2051.07D-5)
- *Programming Languages* (2051.07D-6)
- *Utility Programs & Remote Media Services (RMS)* (2051.07D-7)
- *Utility Subroutines* (2051.07D-8)
- *Disk Pack & Tape Management* (2051.07D-9)
- *Application Software* (2051.07D-10)
- *Master Index* (2051.07D-20)

MARK III Service Command System Reference Manual Supplement Published

The Command System Reference Manual is the complete guide to MARK III Service. It contains descriptions of the Service's features and capabilities as well as detailed information on the operation and use of system commands.

The information found in the *Supplement* (3501.01Q-2) is cumulative. That is, it includes all appropriate information formerly found in the MARK III Service New Features documents and in the previous Command System supplement.

New topics in the supplement include fairly recent MARK III capabilities: C Programming Language; the Data Base Recovery System; and XMODEM protocol, which facilitates error-free data transfers.

Major Price Schedules Revisions Completed

The MARK III Service Price Schedule has become the *Teleprocessing Services Price Schedule* (2001.01AJ). The document displays prices and redefined terminology for GE Information Services Company services.

One of the most significant changes readers will notice is a new word used to describe the company's overall services—Teleprocessing Services. The term MARK III Service now applies strictly to what was previously known as Mark III Foreground Service.

The schedule goes into effect May 1. However, special mid-March mailings to U.S. Sales and Services sales offices and client companies alerted them of its impending release and allowed them to become familiar with its contents.

The *MARK*NET Value Added Network (VAN) Asynchronous Service Price Schedule* and the *MARK*NET VAN Synchronous Service Price Schedule* also have been updated. Both services support direct network access in Canada now, and the change is reflected in the schedules. They are publications 3918.28A and 3918.10B, respectively.

GENIE™ Publications Available

GENIE, the General Electric Network for Information Exchange, is an offering developed exclusively for home personal computer use.

GENIE consists of: Bulletin Boards and Round Table™ Special Interest Groups to aid users with technical questions; LiveWire™, an electronic version of the CB radio that allows for interactive conversation; GE Mail™ electronic mail service; and other services.

GENIE user publications include a *User's Guide* (1376.01-1) and a newsletter, *Inside the Lamp* (1376.03), filled with information about new and current features and tips on the most effective use of the system. The first newsletter issue was mailed to GENIE's 4,000 users in late March. Copies of both publications are available only via GENIE.

Many GE Information Services employees became subscribers during GENIE's test phase. If you'd like to subscribe, log on to MARK III Service and type 5JM11999, GENIE at the user number prompt. (An on-line demonstration of GENIE is there for perusal). Answer the sign-up questions and pay an \$18 sign-up fee by Visa, MasterCard, or CheckFree.

You'll receive a GENIE User ID number shortly. After you've received your User ID number, you can order documentation via GENIE.

S&SP

The following table summarizes the prices for GE Stock, Mutual Fund, and Holding

Period Interest Fund used under the Savings and Security Program to credit participants' accounts. The Long Term Interest Fund price for the last day of the month is also shown, as well as year-to-date annual income rates for both the HP and LT Funds.

Month	Holding Period Fund				Long Term Fund				
	Stock Price	Mutual Fund Price	Price	YTD Annual Income Rate (a)		YTD Annual Reinvestment Income Rate			
January	\$69.818	\$35.929	\$10.00	13.7%	13.2%	12.8%	9.6%	\$11.57	10.1%

(a) The "announced" HP Fund Rate was 13.25% for 1983, 12.75% for 1984, 12.50% for 1985, and 9.50% for 1986.

SUMMER OF FITNESS FOR MDA

For the third consecutive year, GE Information Services Company is supporting the Muscular Dystrophy Association (MDA). The company is again sponsoring employees who take part in the nationwide employee fitness and money-raising program that helps people who are stricken with neuromuscular diseases.

But this year, running is not the only program activity. The 1986 "Summer of Fitness" program adds swimming, bicycling, or fast walking to the activity options.

In 1985, GE Information Services employees ran 19,564 miles in support of the program. Floyd DeAndrade and Karen Winston of Payment Services Operation appeared on the Jerry Lewis MDA Telethon to present a check for \$10,241.

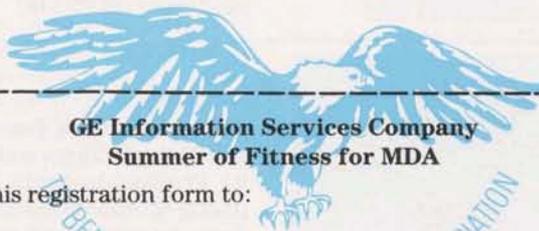
For every mile an employee runs, walks, swims, or bicycles

during one summer month in 1986, the company will again donate 10 cents per mile. Furthermore, you can choose the month that best fits your schedule—May, June, July, or August.

"If an employee is now active in any of the categories or has been thinking about beginning, now is the time to join our Summer of Fitness program and help a good cause," says Theresa Yee, manager, Health Care Programs. "Not only will you help MDA, you'll also be eligible for medals and prizes."

As an incentive, the company will pay the \$5 fee for the starter kit. To participate, complete the registration form below and mail it to MDA. You'll receive the fitness kit, which includes a T-shirt and mileage log. For more information, call MDA's Arlene Warmhold at (301) 823-1115.

AMERICA'S LOVE RUNSM



GE Information Services Company
Summer of Fitness for MDA

Mail this registration form to:

MDA
5249 Duke St., Suite 109
Alexandria, VA 22304
Attn: Arlene Warmhold

NAME _____

PHONE _____

ADDRESS _____

STATE _____ ZIP CODE _____

Month participating (circle one): May June July August

T-shirt size (circle one): S M L XL

THE BOTTOM LINE

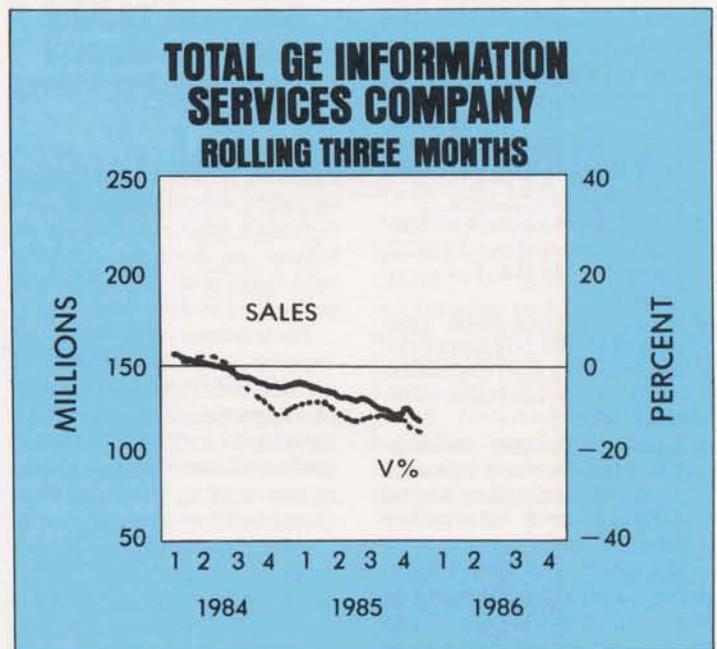
February sales totaled \$38 million, 3 percent lower than OP Plan, with shortfalls in most businesses. However, net income for the first quarter remains on target.

- Network Based Services revenue was 3 percent below Plan.
- Marketing and U.S. Sales revenue was down 5 percent from OP Plan, mainly because of lower volume in U.S. Sales and GE Accounts.
- International sales were on Plan, as favorable exchange offset slightly lower volume.

■ GE Consulting revenue was 6 percent lower than OP Plan, driven primarily by lower volume.

■ Software International sales were down 8 percent from Plan, with continued softness in international revenue partly offset by improvement in domestic volume.

The February 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.



EDITOR'S NOTES

Many thanks to all of you who called to point out that there must have been a defect in the "ie" key on the SPECTRUM WP terminal. The problem has been corrected, and you

shouldn't see the following ever again:

■ The company's installation is indeed in Colonie (not Colony), New York.

■ If we want to "get down and go to town," the correct term is boogie, from the jazz term boogie-woogie (not boogey).

Thanks again to SPECTRUM's observant readers. Please call if our terminal starts acting up again.

We also owe a special apology to Lin Bower, whose name was misspelled.

SDC ORGANIZATIONAL EVOLUTION

[Editor's Note: This is a continuation of the March *SPECTRUM* article, "SDC Adapts to Focused Business Strategy."]

To meet the challenge of accommodating current and future business mixes, SDC is relying on functional role models that map to the opportunity life cycle and evolve as the life cycle changes. The SDC evolution has already begun and in effect is pacing itself to the evolution of the business.

The majority of the activities included in the functional roles are being performed today by SDC personnel. What will change with time are the relative frequency and importance of the various activities; however, the basic functional role models will remain as the framework for a controlled, well-managed SDC evolution.

The accompanying table summarizes the functional roles.

■ The Systems Integrator role is key to the GE Information Services enhanced business strategy. The role requires a technological "generalist" with technical competence in several areas and a disciplined, unbiased, solutions-oriented approach. With these skills, the Systems Integrator is able to creatively combine and tailor available technology, capability, and application product to create an integrated client solution.

The systems integration process is heavily weighted toward the front end of the opportunity life cycle. Such early pre-sales involvement—combined with project management follow-through and continuity throughout the cycle—helps ensure orderly management of client expectations and avoid inconsistent or unrealistic solutions.

■ The Systems Developer role is an essential element in the support of the current opportunity life cycle and

also represents a natural outgrowth of the systems integration concept.

As the business mix evolves from custom field-developed applications to tailored application solutions, the Systems Developer will be concentrating more on system test and deployment activities and less on programming. And, as the development portion of the life cycle becomes more and more an individualization process—and as pre-sales and development activities increasingly overlap—the Systems Developer will spend more time on prototyping and pilot activities.

■ The Systems Implementor role embodies a traditional function set, most often performed by SDC/TRs, that offers a framework for more strongly emphasizing revenue realization activities. This model clearly focuses

the responsibilities associated with the post-development phases of the extended life cycle. Thus, the ability to bring opportunities to full MPR potential is improved.

As the company's business strategy continues to respond to changes in technology and resulting changes in client expectations and requirements, functional role models will provide a vehicle for SDC's evolution. SDC Development will continue to define and ensure execution of those programs (described in last month's article) that drive common technological and business needs across the sales technical force. The challenge for SDC management will be to pursue evolution while balancing responsiveness to each area's current business mix.

SDC ACTIVITIES	STRUCTURAL ORGANIZATION				FUNCTIONAL ORGANIZATION
	TECH DIR	CONS	PRJT MGR	APPL SPEC	
Sales Calls - Present, Qualify	P	P	P	-	I
Define Client Requirements	-	P	P	P	I
Systems Solution	I	P	P	I	I
\$Estimate, Project Plan	I	P	P	I	I
Proposal Support	I	P	P	I	I
Negotiation, Close	I	I	I	-	I
Demo Management	-	I	I	I	I
Personnel Management	P	-	P	-	-
Project Management	I	P	P	-	-
Detailed Design	-	I	I	P	I
Code/Test	-	-	-	P	I
Validations/Deployment	-	-	I	P	I
Data Base Loading	-	-	I	P	I
Pilot Implementation	I	I	P	P	I
Equipment Order/Installation	I	I	P	P	I
Documentation/User Training (OJT)	-	I	I	P	I
System Modifications	I	P	P	I	I
User Training/Documentation (Formal)	-	I	I	I	P
Software "Bug" Resolution	-	-	I	P	P
Client Specials	-	I	I	P	P
Resolve In-House Interface Issues	-	I	I	P	P
Monitor Actual vs. Estimated Revenue	P	I	P	P	P
System Failure/Recovery	-	-	I	P	P

MILESTONES

Congratulations to the following employees, who celebrated service anniversaries in March.

30 years

Colonia

Charles B. Chandler

Rockville

Arthur Corbin

25 years

Rockville

Patricia Thomas

20 years

Schenectady

Morris A. Patenaude

15 years

Atlanta

John W. Adams

Brook Park

Denice J. Paczynski

Rockville

George Winkey

10 years

Rockville

Edward Bacanskas

Felicity Brown

Elizabeth Jacobs

Peter Lovell

William Morrow

5 years

Atlanta

Mary Leasure

Douglas W. Wagner

Colonia

Lorraine D. Comproski

Dallas

Jeanne Huling

New York

Izy Franco

Rockville

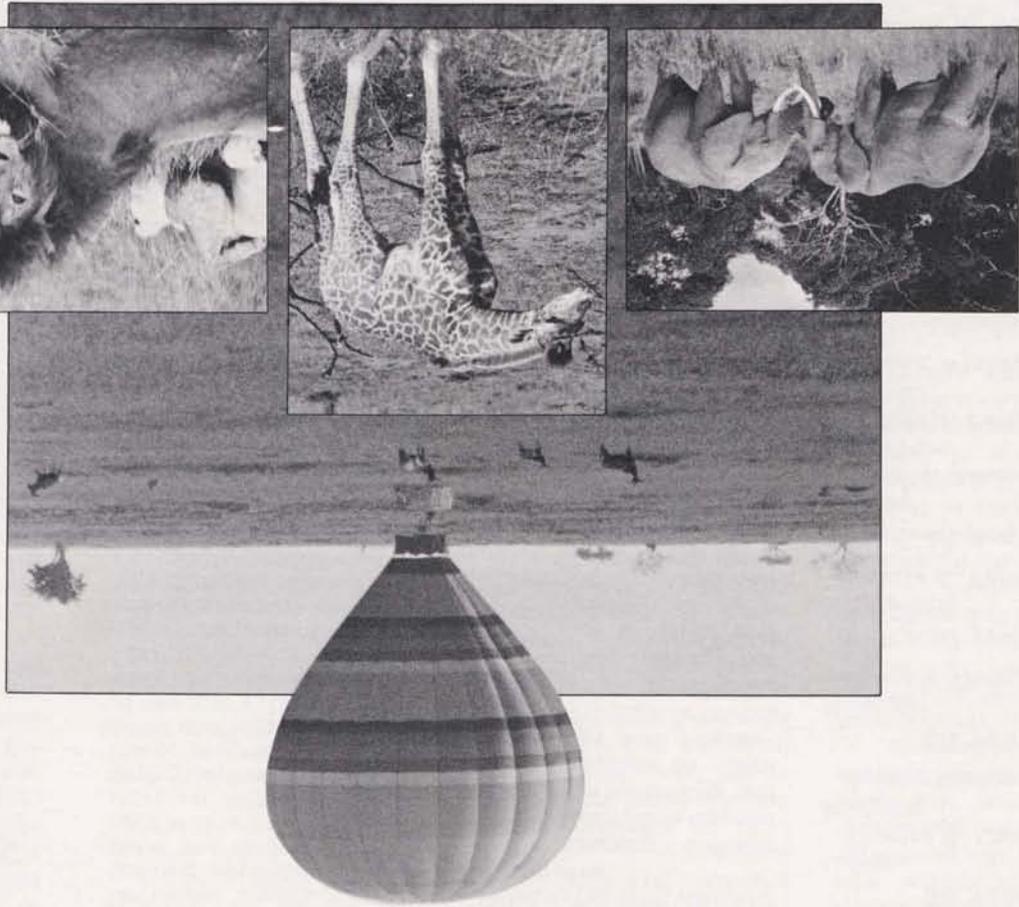
Kevin Poole

Schenectady

Paul Chase

THE KENYA CONNECTION

painting shot



Last year the International Sales and Services Operations (ISSO) ran a sales incentive contest, the Biggest and Best Competition 1985. The prize, a vacation trip to Kenya, included jeep safaris and hot air balloon trips over the veldt. Based on performance during the first half of the year, the winners were: Rene Chaplot from France for the South Europe Area; Luc Degehet from Belgium for the North Europe Area; Alan Rousset from Australia for the Asia/Pacific Area; Pierre Descamps from Belgium; and Trevor Williams, Sales Manager, Canada (east), the overall sales management winner.

The above pictures, striking evidence of a hard-won prize, were taken by Alan Rousset.