



SPECTRUM

1988 Managers Meeting: The Outlook Is Good

EDI And Logistics:
Taking The Lead
In An Emerging Market (pg. 7)

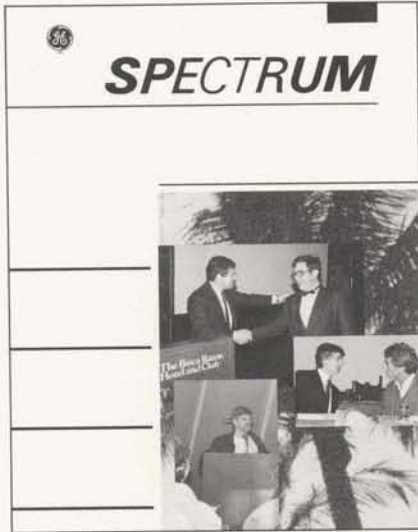
Charting New Waters:
The Transtema Story (pg. 11)

A Bow And A Handshake:
Doing Business In Japan (pg. 16)

*Sales successes and business
strategies were central themes
at Boca Raton meeting. ►*



CONTENTS



About the cover

At the 1988 Managers Meeting, people from throughout the company exchanged views about the year just past and plans for the year ahead. On the cover, Tony Craig presents a President's Award to Andre Boico for his leadership in SDC support of banking in France; Danny Schultz, Northern Operations and Distributors, talks with Russell Murray, Asia-Pacific Affiliates Operations; and John Sidgmore gets his U.S. sales meeting off to a rousing start in the spirit of rock and roll singer Bruce Springsteen's "Born In The U.S.A."

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GE Information Services

**1988 Managers Meeting:
The Outlook Is Good** 3
The mood at the 1988 Managers Meeting was one of optimism as the company looked back at a very good year and presented strategies for even greater growth in 1988.



**EDI And Logistics:
Taking The Lead In
An Emerging Market** 7
GE Information Services is the recognized leader in EDI and plans to remain so.

**Charting New Waters:
The Transtema Story** 11
A new agreement with Transtema, a Swedish software company, strengthens the company's position in the international shipping industry.



**International VAN Service
Strengthens East-West Ties** 15
The result of hard-fought negotiations by GE and its partners in Japan, NFC's VAN users now have direct access to MARK*NET.

**A Bow And A Handshake:
Doing Business In Japan** 16

Flying High With Al Boynton 19

**Amstelveen Hosts
European Press** 20

**MARK 9000 Service:
Meeting The Competition
Head-On** 22
This new offering promises to broaden our customer base and competitive edge in the IBM environment.

**The Team Behind
The Scenes** 24
The team who works behind the scenes in Telecommunications Engineering keeps the network robust and competitive.

Good News 26
Recent contracts that contribute to the company's profitability.

**New and Revised
Documentation** 27
New titles available through OLOS.

Fast*Fax 28
Questions most frequently asked of Fast*Fax editor, Mike Gwinn.

Milestones 30
Employees marking 5-year anniversaries with the company.

**Charlie Harp Receives
Corporate Management Award** 31

1988 MANAGERS MEETING: THE OUTLOOK IS GOOD

For the 1988 Managers Meeting in Boca Raton, the weather was bleak but the business forecast was bright. The 1987 numbers were in and they were good. All indicators for 1988 point to a year of significant growth. The U.S. sales force, who had gone to the 1987 meeting feeling like the company albatross, had a spring in their steps: they made—no beat—their numbers.

The business turnaround in 1987 has reestablished the company's credibility with GE corporate management. For a long time on the corporate watch list, GE Information Services is now seen as a healthy, growing company. GE accounts group is getting positive response. We're looking at a corporate EDI approach. We enter 1988 knowing that we did it on our own and we are ready for a year of growth.

During coffee breaks, at dinner, on the golf links, it was evident that a culture change is taking place. People were seeking out their colleagues from other countries to exchange notes on a contract they'd won or a strategy they were devising for the big win in 1988.

A Culture Change Underway

In his opening remarks, Tony Craig underscored this change in culture for which he had been working since he became president. "If we are going to win the big global deals," he said, "we have to think like a global company. We're beginning to do that."

The big wins in 1987, most of which were played and won in the global arena by international teams, confirmed that. These teams brought to the deal their

understanding of the culture, of the technology, and of the marketing strategy to put together winning contracts.

The Big Wins

CEFIC, an EDI breakthrough in Europe, was won against intense competition from such companies as IBM, GSI, and British Telecom. The project links chemical companies in Belgium, the Netherlands, Switzerland, Germany, the U.K., and Spain in a pilot using the EDI*EXPRESS™ system. This international team effort under the leadership of the Belgian sales group, with support from the U.K. and U.S., was one of intensive selling, technical know-how, and business professionalism.

Bank of Montreal is a classic example of the company functioning at its best. In this effort, led by the Canadian sales force, success came from choosing the right target, executing a consultative sales strategy to build contacts and support within the bank, being sensitive to the client's needs, and focussing the best company resources worldwide. This strategy resulted in a major win over IP Sharp to provide the bank a Global Limits System. The win is a major



Giuliano Venturi talks about putting together a winning sales plan.

Bert Meerman, sales manager, Netherlands (left) chats with Warner Sinback, manager, Telecommunications Affairs, Rockville.



breakthrough in Canada and a competitive win worldwide. (More in the next issue of SPECTRUM.)

ANZ Bank in Australia is a deal won by tenacity and teamwork after it appeared to have been lost. In stiff competition with the IP Sharp/SWIFT system, GEORISK, Russell Murray's Australian team drew on the resources of the whole company to convince Logica, the consulting company chartered by the bank, that GE Information Services was the right choice. "Malcolm Robarts devoted a critical week that added tremendous credibility with Logica," says Russell Murray. "And colleagues throughout the world made reference visits and telephone calls to persuade them that we had the technical know-how to address the bank's needs."

CEDEL, a major MARK 3000™ win that positions the company as a long-term partner of a key player in the banking and financial services market, and Transtema, another MARK 3000 agreement that strengthens our position in international shipping, both resulted from long, hard negotiations, and international teamwork.



Bo L. Rehn (left), country manager, Sweden, talks with Brendan McLoughlin, manager, Ireland.

Looking Beyond The Numbers

Looking beyond the numbers, Tony Craig pointed to other major accomplishments in 1987: development work in very small aperture technology (VSAT) to address the issue of telecommunications cost in the U.S.; our positioning in the EDI market, where we have been accorded leadership by the industry; the successful launching of our Managed Network Services business; a banking strategy that is truly market focused with a new team in Dublin dedicated to provide development support; advancements in business products, such as integration of a fax capability, that opens up new markets; increased use of the network and technology upgrades to support that growth.

On the organizational front, the president looked at the restructuring of the business from an inward looking company caught up in a bureaucratic maze of sections and subsections, with a top heavy management layer, to a leaner organization of managers taking ownership of the business. "This company is a veritable brain trust," he said. "We want to see people develop their potential and then work as a team to make things happen."

"This business is fixed," he concluded. "We are very well positioned for growth. Our business strategy is right. The marketing strategies continue to undergo refinement with your involvement. Technology strategies are beginning to look forward in terms of new function and capability because of our ability to fuel it. All these things will result in top line growth. It's going to be a fun year."

A Year To Be Proud Of

From a strategic viewpoint, Denis Gagnon looked at events



Left to right, John Sidgmore, Giuliano Venturi and Danny Schultz field questions from the floor at a breakout session.

in 1987 that strengthen our competitive advantage. The buildup of the distributors operation, with significantly greater resources invested in management and support, is paying off in wins. Our relationship with Proceda in Brazil expands international services into that country and gives us a beachhead into the South American marketplace.

One of the year's great success stories is the restructuring in Spain with a distribution arrangement with a Banco de Bilbao affiliate. This has resulted in significant inroads in Spain, particularly in cash management.

Our partnership with ICL in the U.K. will become an important part of our position in EDI and international trade. With our partners in Japan, NEC and C&C, we have taken advantage of the changes in telecommunications regulations in that country to become the first international VAN service provider. In cooperation with our joint venture company, ISI-D, we've increased the level of sales



What's Ahead in 1988?

The winning competitors in today's market are experts in their industries, who leverage that expertise on a global basis. This is the direction the company is moving and will continue to move.

Our future competitive edge and source of added value will lie in building applications with strong SDC content that provide companies higher functionality and lower cost than any alternative solution. This means building in-depth industry and functional expertise and a set of core applications second to none. It means knowing our targeted industries as well as, if not better than, our clients. In the U.S., it means selling globally and delivering worldwide. And it means capitalizing on high value added and demanding premium prices for worldwide service.

Looking at the year ahead, Tony Craig said it best. "The hard work is behind us; the hard work is ahead of us. I think we're going to knock the cover off the ball."

and support to Japanese companies in the U.K. and U.S. to gain a better position with these rapidly expanding corporations.

And we've taken some steps to respond to changing business requirements. We've established a new business unit, Managed Network Services, to complement offerings to international corporations. And we've launched a new IBM based service, MARK 9000™, to provide our distribution channels with a highly competitive capability in the IBM environment.

This Business Is Fixed

In the presentations that filled the next three days, Tony Craig's message was reinforced: this business is fixed. From the exuberance of the U.S. sales managers, who started their meeting with their rendition of Bruce Springsteen's "Born in the USA" to the final Q&A period, there was a mood of optimism, founded on solid performance throughout the business.



Art Lee, manager, National Professional Services, Morristown, NJ, during U.S. sales meeting.



Left to right, Gary Senese, manager, MARK 3000 Operations, Rockville; Bob Carpenter, manager, GE Nuclear Systems Management, San Jose, CA, and Tom Yang, communications specialist, Rockville, chat during a coffee break.



During a break between presentations are (left to right) Walter Thess, country manager, Switzerland; Bernhard Werres, district manager, West Germany; David Levine, MARK 3000/MARK 9000 Coordinator, Europe; Erich Seynulla, district manager, Southwest Germany; and Herbert Steinbach, sales support manager, Germany.

