

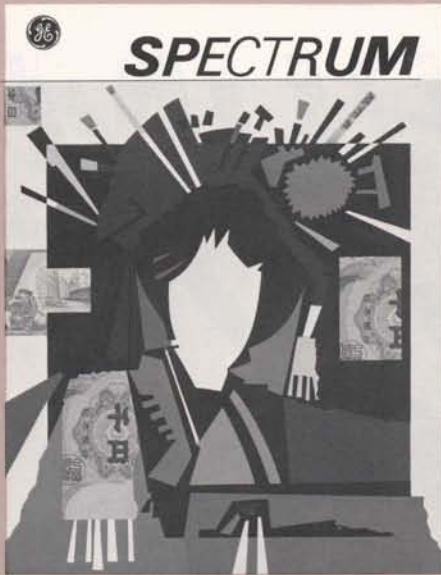


# SPECTRUM

For Employees of GE Information Services Around the World

June 1989





**About the cover**

In Japan, age-old traditions blend with modern business practices to make Japan a powerful force in the world economy. Over the last twenty years, Japan has grown to become the absolute power in the banking and financial services markets.

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**GE Information Services**

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# ISI-D's Winning Strategy

ISI-D HAS STRONGLY  
POSITIONED GE  
INFORMATION  
SERVICES IN THE  
BURGEONING  
JAPANESE  
FINANCIAL MARKET

All eyes may be on Europe 1992, but when looking at the world today and where the world is going, Asia Pacific, and in particular Japan, should not be overlooked. Of the markets that GE Information Services serves, Asia Pacific is growing most rapidly—at a rate twice that of North America and Europe.

What is fueling the Asian shift? Above all it is trade. Trade drives the GNP growth. Trade strengthens the exchange rate. Globalization of trade is pushing Japanese banking and securities firms to expand beyond Japan, beyond Asia. Today, Japan is the absolute power in banking and financial services. In less than 20 years, Japan has grown to dominate the banking and financial services market. In 1970, the three largest banks in the world were in the US. Today 18 of the top 25 banks are in Asia—and 17 of those banks are in Japan. The largest American bank now ranks 28th.



*Top, At a meeting in Hawaii, Jim McNerney discusses future plans for worldwide banking with (left to right) Ryosaku Okada, Ken Ichiriki, and Jutaro Takinami.*

*Above, During a break in the meeting, GE IS and ISI-D participants enjoyed the beauty of the Hawaiian setting. Front row (left to right), Ken Ishihara, Takashi Tachikawa, Ken Ichiriki, John Sidgmore, Giuliano Venturi, and Jutaro Takinami. Back row, Ryosaku Okada, John Barber, Dan Miller, Mark Alexander, Jim McNerney, and Jim Rulmyr.*

In Asia/Pacific, 58 percent of GE Information Services' revenue is attributable to international banking and financial services—70 percent of revenue in Australia, 55 percent in Hong Kong, and more than 50 percent in Japan. Through its joint venture company, Information Services International-Dentsu (ISI-Dentsu), GE Information Services has a strong presence in the Japanese banking and financial services industry—a presence that spans 20 years.

### **Establishing A Partnership**

Relationship with Dentsu began in the late 60s, when GE IS was in the timesharing business. GE IS was looking for a distributor to market our services in Japan and selected Dentsu, the world's largest advertising company.

Several factors contributed to the selection of Dentsu. In Japan, business is conducted through Zaibatus, groups of companies typically comprising financial institutions, various manufacturers, and a trading company, who put high priority on trade within the group. If a company is within a Zaibatsu, it is more difficult to sell outside the group. GE IS believed that its interest would best be served by a company like Dentsu, which is not constricted by Zaibatsu membership.

Dentsu is a privately held company with most stock held by media organizations. As an advertising company, Dentsu has a strong service orientation, which is key to success in the Japanese business environment in which expectation of service is much higher than in many parts of the world.

In the mid 70s, as the traditional timesharing business began to erode and GE Information Services moved into more network intensive services, GE IS and Dentsu agreed upon















































