



# SPECTRUM

February 1990

Europe 1992:  
Breaking Down  
the Barriers.



## WINNING THE 90'S



Winning the 90s. This is our challenge. This is our opportunity. Winning the 90s will require a clear, sharply focused business strategy—flawlessly executed.

As we move into the 90s, our mission remains constant: We will be a major force in the Global Information Services market by maintaining market dominance in Network Based Services, expanding into synergistic niches, and maintaining superior quality, cost, and delivery.

We will see no radical departure from our strategy of the late 80s. Rather we will see that strategy executed with intensity and passion. We will continue to refine our industry focus and gain the expertise in our niche markets that will distinguish us from our competitors. We will deliver the technology platform that our clients require in the dynamic decade ahead. And we will deliver our products and services through the smoothest, most efficient business processes—pricing that is competitive, billing that is simple and understandable, contracts that are clear and concise.

In this issue, SPECTRUM looks at a key element in our business strategy: the 1992 European market and its implications for the way GEIS does business in that part of the world. As seen through the eyes of Eric Vaes, GE/GEIS' man in Brussels, the implications of this new world market affect our approach to business whether our home base is Europe, Asia Pacific, or the United States.

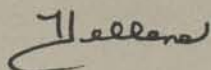
Sharp client focus underlies the winning strategies of the other major stories in this issue. In Canada, with the Bank of Montreal, we courted and won with this client over a decade. GEIS Canada developed one banking application and then another, constantly refreshing the technology so that Bank of Montreal sees GEIS as a business partner to meet its ongoing business needs.

In Germany, our colleagues scored an important win in the automotive industry. For Webasto, GEIS developed an EDI-based application that cuts a full week from the order cycle for suppliers to this world-class supplier of sun roofs to such prestigious automobile manufacturers as Daimler-Benz and BMW.

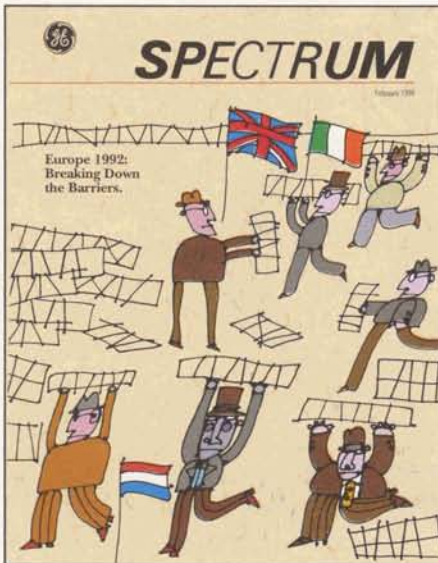
In the U.S., GEIS scored a major victory with Sun Microsystems to develop a UNIX-based on-line information system for its independent software vendors. Why did we win? Because Sun was so impressed with the technology we had developed in the DOS environment, they were willing to gamble that we could do the same on a UNIX operating system.

All of these client relationships are ongoing business partnerships. Even as one application is being implemented, others are under discussion or on the drawing board. GEIS and its clients—partners competitively positioning for Winning the 90s.

Sincerely,



Hellene S. Runtagh



## About the cover

Europe 1992, the date set for the deregulation of Europe to form a single market, will offer great opportunity for businesses that understand the implications of a barrier-free Europe and take steps now to be positioned to seize the opportunities the new market will offer.

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**GE Information Services**

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### Europe 1992

The on-going political and economic process by which the European Community is moving toward a barrier-free single market will affect the way business is conducted on a global scale. GE Information Services will be directly affected by deregulation of the telecommunications industry, which will present both the threat of greater competition and the opportunity to win Pan-European and global business. Eric Vaes monitors the activities of the European Community and advises GE and GEIS on strategies to win in this new market.

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### Pushing the Limits

With the Bank of Montreal, GEIS Canada has established a true business partnership that has enabled GEIS over the years to develop applications for several parts of the bank. Today, Bank of Montreal has one of the most sophisticated Global Limits Systems in the world and continues to turn to GEIS for enhancements to the system.

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### Webasto Finds Competitive Edge

In the increasingly competitive world of automobile manufacture, enlightened companies are turning to electronic data interchange to streamline their operations. Webasto, a leading manufacturer of sunroofs for the automobile industry, turned to GEIS to provide it a system that cuts an entire week from the supply order process.

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### GEIS Finds a Place in the Sun

GE Information Services has broken new ground with the development of a UNIX-based on-line information system for Sun Microsystems. Working as true business partners, Sun and GEIS have developed a user friendly, highly graphical system that gives Sun's independent software vendors access to a wealth of information that helps them develop and market applications for the Sun UNIX workstation.

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### Business Clips

New developments and activities around the business that improve our ability to serve our clients.

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### Industry Briefs

A look at major moves by our competitors.

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### New and Revised Documentation

New titles available through the On-Line Ordering System (OLOS).

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### Milestones

Employees marking service anniversaries with GE.

# EUROPE 1992

Eric Vaes, who heads GE's European Community Affairs office in Brussels, talks about the implications of 1992 for GE businesses.

**D**ecember 1992 is not just a deadline; it is an ongoing economic and political process through which the twelve member nations of the European Community (EC) are swiftly moving to break down trade barriers and effectively create the world's largest market. This effort, known as EC 1992, is good news for American businesses as well, who will benefit from this open market.

Looking at the European marketplace, Paolo Fresco, Senior Vice President, GE International, points out that "1992 is creating fewer but tougher competitors lined up against us and at the same time offers greater opportunities for us if we seize them."

In this context, GE International, headquartered in London, achieved significant advances in its primary role of identifying and implementing global alliances. Some GE businesses,

like Medical Systems, grew considerably through the successful acquisition and integration of the French CGR medical division. Others, such as GE Electrical Controls, Appliances, and Information Services (with INS in the U.K. and STET in Italy) plan to gain more from a "share to gain" strategy with strong local partners.

Each GE business needs to better assimilate the 1992 changes affecting its industry, distribution channels, and customers in order to find its own way to make Europe part of its global strategy. The recent acquisition by GE Lighting of Tungfram, the Hungarian manufacturer of lighting products, illustrates such a strategy. This joint venture is indeed a direct response to the EC's economic liberalization program.

#### **GE's Man in Brussels**

In June of 1988, Jack Welch met

with Paolo Fresco in London to talk about the impact of 1992 on GE's businesses. Paolo persuaded the CEO that GE needed a European Community Affairs office in Brussels, nearer to the centre of the action. Since GE Information Services was already operating in Brussels, it seemed the logical business to produce a candidate for the Brussels EC Affairs office.

Since January 1989, Eric Vaes, former general manager for GEIS in Belgium, has been GE's man in Brussels, monitoring key 1992 decisions and advising GE and GEIS on strategies for positioning in Europe.

Eric's time is split 60/40 between GE and GEIS. He has a dual reporting role to Barry Simmonds, Paolo's International Human Resources Manager, and Eurfyl ap Gwilym, GEIS Manager of European Business Development.

