

### MARK III SERVICE FOR RESEARCH & DEVELOPMENT

A large manufacturing company in Europe has five research and development (R & D) centers in France, Holland and the U.K., all collaborating with each other and with its U.S. head office.

#### CUSTOMER NEEDS

To realize a maximum return on investment in R & D, the company had to establish common strategies, and compare and measure research work against predetermined policy parameters, both technical and financial. But collaboration required close contact among the centers in different countries. Thus, the company needed an information processing system that was fast, reliable, easy-to-operate, cost effective, and capable of quick implementation.

#### SOLUTION

Through MARK III Service, in close collaboration with our local distributor organization and in-

dependent consultants, the company developed an international R & D coordination system which reduced the information processing cycle from 15 to 5 days. The system analyzes current performance of various R & D programs on a monthly basis. Each R & D program is sub-divided into a number of tasks. Each task leader estimates how much resources (person-hours of effort, the type of skills, and costs for labor and overheads by identified skill) will be required to achieve certain technical goals within a certain time frame. Then, actual performance is measured against plan and various analyses are performed.

Following the success of this system, the company has developed additional models to include forecasts for both the ensuing month and the next full year ahead, and to assist the development of operating plans and long-range strategies.

#### CUSTOMER BENEFITS?

- Ensuring a maximum return on R & D investment through:
  - Effective R & D planning
  - Speed and precision in consolidating the activities of five research departments
  - Improved method of evaluating group and individual contributions.
- Better coordination between the financial and technical arms of the company's R & D organization.

### LET'S SELL TO THE ENGINEERING MARKET

The engineering field is rapidly emerging as one of the most significant markets for our new business. As a salesperson you will find this market of two well defined segments: consulting firms and major corporations. In both areas we continue to add new softwares and new users.

In looking for prospects within the consulting engineering community, start with those already identified, for example:

- Member firms of APEC (Automated Procedures for Engineering Consultants)
- Member firms of CEPA (Civil Engineering Program Applications)
- Top 50 companies listed in Fortune magazine
- Top 500 companies listed in Engineering News

Both APEC and CEPA are international organizations. APEC members, approximately 250 companies, are especially well qualified as the association maintains supported software on MARK III Service (indeed, the ESP-1 program has network support only on GEIS). CEPA firms of which there are about 225 are also qualified in the sense that they use computers and generally own a small machine (in the IBM 1130 class). These machines are usually good High-Speed Service terminals for large application programs. Qualifications of the other two groups are obvious as they are the largest companies in the field.

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In selling to consulting firms, our first call strategy basically should center on three fundamental points. One, call at the partner level. Two, use specific application packages in the presentation of MARK III Service. Three, get the contact to describe a current problem.

It is a small thing, but when asking the engineer prospect to describe a problem, use the phrase "show me the problem". Engineering problems and models deal with physical objects, such as bridges, bottles or automobiles, and engineers in school spend much time in drafting. Consequently, only a little encouragement is needed to have him draw a diagram. The diagram is often invaluable when reviewing the opportunity later.

Three major application areas are: *Structural Analysis, Energy Analysis, Project Management.*

In each of these areas excellent software are available through Network Software Services. In addition, supplemental software are also resident on our libraries to further enhance use of the primary offering.

SDRC provides us with a structural engineering capability recognized as "state-of-the-art" and fully comprehensive in the mechanical engineering areas. With the release of STAAD in 1978, MARK III Network users in the civil engineering field have an analysis and design capability, which was found previously only through the STRUDL program on McAuto and Boeing. The Trane Corporation's Trace program, Merriweather's ESA package, and APEC's ESP-1 software yield an energy analysis capability of excellent balance and depth.

Complimenting these technical products are several programs in the project management area to address the management concern of most managing partners. The most complex of these is probably the MPM software from Florida Power for firms with many construction projects of similar types. *FAL II* is also well suited to this type of reporting and can be effectively presented for this purpose. Whatever the primary discipline of the engineering firm, it is advisable to "probe" in the project management area.

Supplemental software products are also in place to deepen and augment the three primary areas discussed above. The SDRC programs are well complimented with graphics as well as the small routines within the MARK III System library (e.g., COGO, cut fill) and other author materials such as MTI Rotor Dynamics. The energy programs are supported by good HVAC software and specialized post process programs like SOLCOST for solar determination. Specialized project management needs are often satisfied by DMS II, *FAL II*, or a tailored CA module.

Other engineering disciplines are also well supported by software, but do not have as many firms recognized as specialists. The AC/DC network analysis program in our library are fully saleable to electrical engineers. Chemical engineers will be interested in structural analysis (especially thermal analysis), GEISMETL, and refinery simulation.

As solid as our MARK III Service capabilities are with specialized consulting firms, our corporate customers are even better prospects for MARK III Service. Through common file systems, corporate engineers can establish standards for calculations, procedures, and even products. Our international network enables them to use established, common programs from any location around the world. Moreover the data files are accessible to headquarters engineering, enabling experienced consultation and modification.

Major multinational companies are beginning to establish engineering standards. A large manufacturing company in Detroit is establishing SDRC structural engineering, graphics, and simulation software as standard analytical tools. Industrial engineers in still another are also setting standards, but in the Numerical Control area. Many are using MARK III Service products exclusively to program numerically controlled machine tools at plants throughout the world. In most cases, *common file access* through our MARK III International Network is the key.

Yet, another multinational company has also found the value of MARK III Network. However, their application is toward centralization. This company is consolidating its technical resources and best manpower in a central engineering department to do engineering designs and analyses from the corporate center. Thus, *centralization and an ability to centralize* are the key elements to our corporate selling strategy.

Specific problem areas to address in your account prospecting include: failure analysis, package design, product design, material evaluations (e.g., replacing steel with plastic in automobile chassis), and unit cost reductions. Our software products are directly applicable to their concerns.

In summary, our software, network, and system capabilities are uniquely positioned to enable us to sell effectively to engineers in corporations and consulting companies.

*This article was contributed by Art Davies, Account Manager for Cincinnati Branch. Crossfile address CINC 559-3660.*



### SUCCESSFUL MEETING FOR INTERNATIONAL ACCOUNT PLANNING

An international account planning meeting was held in Amsterdam last November. It was organized by Harry Hooper of the International Accounts group of the European Marketing Operation, and provided an opportunity for 16 MARK III Service sales and sales support people from 11 countries to discuss ways to better serve American Express, one of our major international accounts.

The purpose of the meeting was to discuss various account-related information among the participants in order to improve our MARK III Service visibility and sales penetration in the account on a worldwide basis.



People who attended the American Express meeting in Amsterdam. Back row, left to right: Barry Morgan, Kingston, U.K.; Burkard Moersdorf, Germany; Sam Shapanka, New York, U.S.; Philippe Schweich, France; Jos Heinsdijk, The Netherlands; Jesus Aguirre, Spain; Harry Hooper, Amstelveen, The Netherlands; Marcus Coradi, Switzerland; Bill Woollett, London, U.K.; Fred Wood, Kingston, U.K.; Ken Anderson, Denmark. Front row, left to right: Josiane Willem, Belgium; Denise Baillie, Australia; Rachael Davis, Kingston, U.K.; Daniella Taddei, Italy; Jo Bullard, Rockville, U.S.

### WHY SUCH A MEETING?

In selling to multinational organizations, we are often faced with special problems. We must

have the "right" information and communicate effectively with the "right" people at the "right" time — and above all, these must take place on a global scale.

For instance, for a given international account, we must know:

- Where the buying decisions are made
- How to coordinate MARK III Service applications in more than one country
- What types of MARK III Service are offered at overseas locations
- What applications the customer is currently using and where he uses them
- What references we can use from one country for a sales opportunity in another country
- What applications can be extended and/or expanded to

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other countries, and what local benefits will be derived from using such applications in those countries

- What new international applications we can sell, and how we should coordinate and focus on our sales efforts in different countries.

In addition, we must constantly detect how well we are serving various customers in that account, in satisfying their needs and wants as well as their expectations.

At the American Express meeting, the above subjects and several others were discussed in detail.

## FUTURE PLAN

During the American Express meeting, various problems were identified: the reluctance of some remote locations to proceed without headquarters' instructions, or even, the reluctance of remote locations to cooperate with applications imposed on them from their distant headquarters; lack of our sales penetration in some major divisions; the complexity of installing an application simultaneously in several countries; and a few others. However, at the end of the meeting, an action plan was developed to address each of seventeen specific problems and opportunities.

All the delegates from the 11 countries considered that the meeting fulfilled its objectives and were anxious to maintain the spirit of "cooperation" that was established. To this extent, a group Crossfile address, AMX\$, was set up in order to facilitate all communications of general inter-

est with respect to the American Express account.

## OTHER INTERNATIONAL ACCOUNTS

There have been several other key account planning meetings similar to this one for such major international accounts as W. R. Grace and International Harvester. These meetings enable our sales people to know and understand the opportunities that their counterparts from other countries are dealing with and to learn from examples, benefitting from each other's successes.

Although similar meetings cannot be organized for all of our major international customers or prospects, you can communicate with your colleagues in other countries, using Crossfile, mail, telephone, and help from both the European and the U.S. International Accounts organizations. You can develop joint-sales plans, get assistance in international sales and implementation coordination, obtain information, pass on sales leads and get the occasional "bluebird" — all of which will help grow our business with some of the largest multinational organizations in the world.

Indeed, the multinational company market is one of our fastest growing markets, and it will certainly bring you many successes and a high return on your investment of sales effort.

*For further information regarding international accounts, please contact Paula Zak, Manager of International Accounts in U.S.A., through Crossfile address PZAK, or Barry Morgan, Manager of International Accounts in Europe,*

*through Crossfile address MORG. For information regarding the above American Express meeting, please contact Harry Hooper, International Accounts Specialist, through Crossfile address, HOOP.* ■



## INTERNATIONAL PROCUREMENT AND TRACKING SYSTEM IN SAUDI ARABIA

During the early part of 1977, the San Francisco Industrial Branch was approached by a large engineering and construction firm based in San Francisco to discuss the possibility of MARK III Service access in Saudi Arabia. The Company was already a major user of MARK III Service in the

