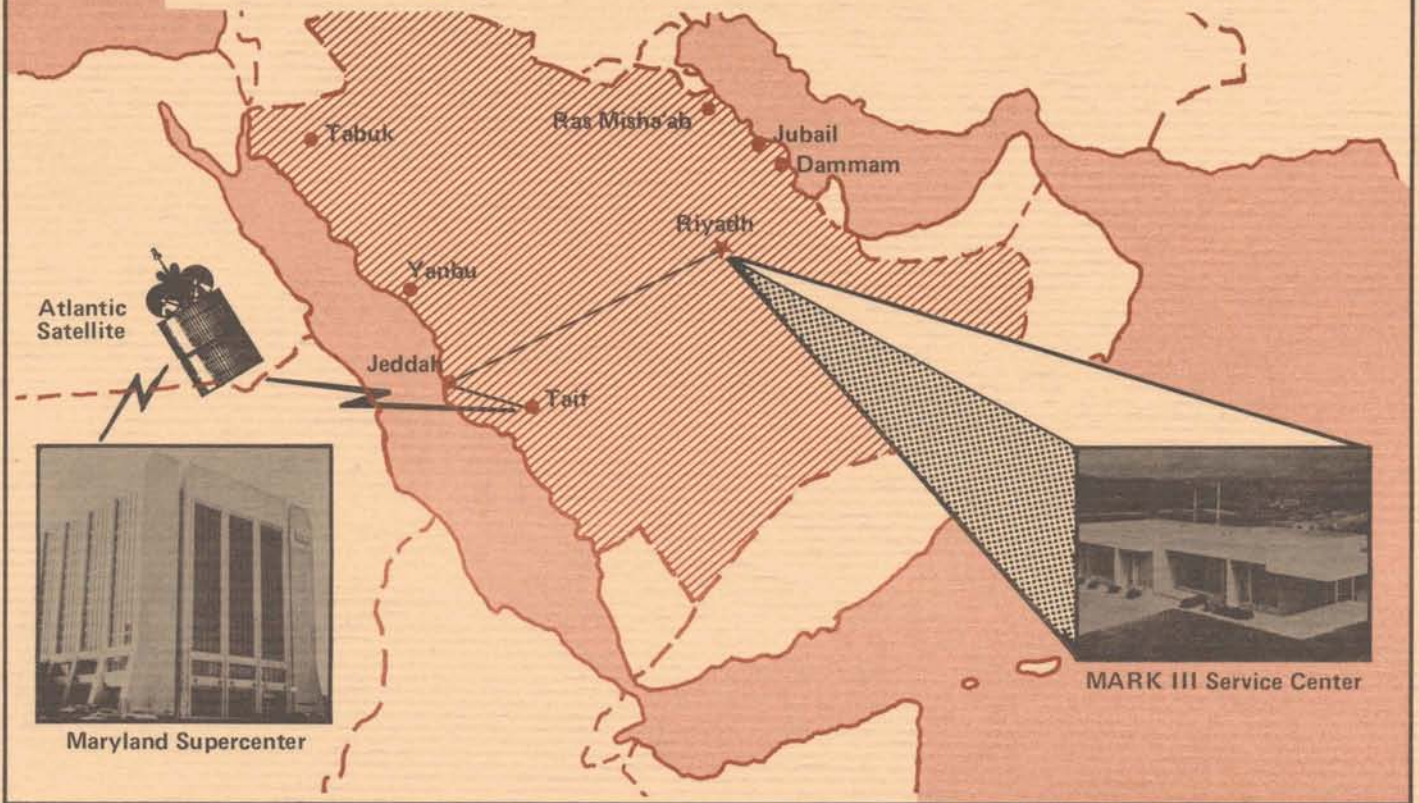


GEISCO Announces Kingdomwide Dial-Up Access in Saudi Arabia



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LOCAL DIAL-UP ACCESS NOW AVAILABLE IN SAUDI ARABIA

On December 2, 1979, MARK III low-speed (300 baud) dial-up service became commercially available throughout the entire Kingdom of Saudi Arabia. Although customers in Saudi Arabia could and will continue to be able to access MARK III Service on a

walk-in basis from the MARK III Service Center located in Riyadh, the recent development is a major step toward establishing a truly global service.

It all started in the fall of 1976, when GE established a dedicated link to the MARK III Network from Riyadh for the use of the U.S. Army Corps of Engineers. This endeavor not only



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proved the technological feasibility of providing remote data processing services to the Kingdom, but also identified the potential need for commercial access to MARK III® Service. Since then, the International Market Development group in Rockville has been working very closely with the Saudi Arabian government to implement the expansion of MARK III Service into the Kingdom. As a consequence, the MARK III Service Center was established in Riyadh on June 1, 1979, to provide customer access to MARK III Service on a walk-in basis. Now the introduction of dial-up capability will permit users to interact directly with MARK III Service from terminals located in their own facilities throughout the Kingdom.



A successful "international" team after the announcement of kingdomwide dial-up access in Saudi Arabia: from left, Ahmad Habibi, Manager of the MARK III Service Center in Saudi Arabia; and Jim Smith, Manager of Middle East Programs in Rockville.

MARK III SERVICE CENTER

The MARK III Service Center, located in the Sullimaniyyah District of Riyadh, will continue to exist to provide a wide range of MARK III Service access capabilities on a "walk-in" basis. As previously, the center is equipped with various terminals, work space and resident support personnel to be completely self-sufficient.

In spite of the Kingdomwide dial-up access capability, the center will continue to appeal to your prospects and customers who either:

- have the requirements of high-speed production-oriented applications, or
- cannot justify installation of their own terminal due to infrequent access and/or low volume of data processing.

The MARK III Service Center is available to customers during the following local hours:

SATURDAY-WEDNESDAY
8:30 a.m. – 5:00 p.m.

THURSDAY

8:30 a.m. – 12:00 p.m. (noon)

(Other hours are available by special arrangements.)

ACCESS APPROVAL

Use of MARK III Service in Saudi Arabia is available to any multinational company or organization, whether headquartered inside or outside Saudi Arabia, so long as the service contract is executed outside Saudi Arabia. Validation of user in Saudi Arabia is subject to the continuing approval of Saudi Arabia's Ministry of Posts, Telephones and Telegraphs.

You would be well advised to inform your prospects of this requirement. Once you sign up your prospects, the routine procedure of getting the Ministry's

approval will be handled by our office in Saudi Arabia.

SERVICES

Services offered in Saudi Arabia are:

Dial-Up Access (Kingdomwide)

- 110-300 BAUD

MARK III Service Center (Riyadh)

- 110-300 BAUD
- 1200 BAUD
- 4800 BAUD

According to Jim Smith of International Market Development, the Kingdomwide dial-up access for 1200 baud is also planned to be available in the future.

Customers in Kuwait, Bahrain or other near by countries can now make a long distance call to Riyadh and access MARK III Service more economically. There are customers already doing it quite successfully.

Please be reminded that Telex® Access from Riyadh and other locations in Saudi Arabia has been and will continue to be available to your customers. Also note that Telex Access is via the access points in Europe or U.S.A., not the MARK III Service Center.

TERMINALS

The MARK III Service Center is equipped with the following terminals with quantities as indicated:

- 10 TermiNet® 30's (30 cps)
- 3 TermiNet 1232's (120 cps)
- 1 CRT (120 cps)
- 2 TermiNet MTT's
- 2 TermiNet III's (480 cps)

They have the capability of 132 column printout, and have options such as Paper Tape and Dual Cassette.

Those customers who are interested in the dial-up service can obtain appropriate terminals and modems directly from the U.S.A., or more commonly, through the following local distributors:

Terminal Distributors

- Hewlett Packard
Modern Electronic Establishment
P.O. Box 2728
Riyadh, Saudi Arabia
Telephone: 66232/62596
Telex: 202049 Meeryd Cable
Raoufco
Contact: Mr. Joseph Shatara
General Manager, Marketing, or
Mr. Philip J. Pote, Sales Manager
- Texas Instruments
I.S. Al-Mishari Trading Est.
C.R. 5544
Al-Khobar, Saudi Arabia
Telephone: 864-8568 or 874-3261
Telex: 671404 IMTEDH SJ
Contact: Mr. Abdulla Alzaiyani
General Manager, Sales

- Comterm
Inter Arab Trading Corp.
P.O. Box 2652
Riyadh, Saudi Arabia
Telephone: 61607, 477-9190 or
477-9184
Telex: 202333 MESCO
Contact: Mr. Medhat Arafat

Modem Distributors

- Codex
Cable and Wireless
Riyadh, Saudi Arabia
Telephone: 465-0921 or 465-7092
Telex: 201691
Contact: Mr. Ian Armour
Mr. Peter Stroud
Mr. Mike Owen
- Racal-Milgo
Elkhereiji Trading & Electronics
P.O. Box 3971
Riyadh, Saudi Arabia
Telephone: 478-0925 or 478-4201
Telex: 201747 KHERJI SJ
Contact: Mr. Mohamed Omran
- General Data Comm. Industry, Inc.
Inter Arab Trading Corp
P.O. Box 2652
Riyadh, Saudi Arabia
Telephone: 61607, 477-9190 or
477-9184
Telex: 202333 MESCO
Contact: Mr. Medhat Arafat

Please note that the power supply does vary from one city to another within Saudi Arabia, and that both terminals and modems should meet the power requirement of a particular location where they will be installed. In addition, modems should meet CCITT specifications.

CONTRACT

Customers must sign an access supplement to their standard

MARK III Service access agreement in effect outside the Kingdom of Saudi Arabia.

In the U.S.A., executable Saudi Arabia Access Supplement to Agreement for Computer Services can be obtained through the OLOS (800.33). In other countries, GEISCO's affiliates and distributors have developed their own agreements, including price schedules.

GEISCO is currently working toward establishing a local distributorship primarily to address local business and Saudi Arabian government's interest in our MARK III Service.

PRICING

Prices for MARK III Service in Saudi Arabia varies from distributor to distributor.

In the U.S.A., there are three different pricing options, each of which involves a *fixed monthly access fee plus a monthly minimum*. Usage charges vary from 100% to 200% of U.S. list price, depending on the particular option which the customer chooses. This pricing scheme should attract large, long-term users.

CUSTOMER BILLING

Invoices for the services used in Saudi Arabia will be sent to the customer by the distributor with whom the supplemental contract is signed, and will be expressed in the appropriate local currency. However, when the distributorship is established, it is likely that

customers will be billed locally in Saudi Arabia.

MAILBOX PROCEDURES

The mailbox for Saudi Arabia involves inputting two different cost centers.

First, for administration purposes, an ORDER ADMINISTRATIVE COST CENTER (also requested by MAILBOX) will be used to identify the U# BILLING RANGE from administrative control and revenue credit purposes. The CC will be your own cost center number.

The MAILBOX system accepts a second cost center input. This cost center, called the BILLING LOCATION COST CENTER, is used to identify a U# BILLING RANGE intended for use in Saudi Arabia. The Saudi Arabia BILLING LOCATION COST CENTER is 903.

If you need further assistance, contact Donna Sanders through Crossfile address GEIA.

SALES SUPPORT

Types of assistance that are available to you from Ahmad Habibi, Manager of the MARK III Service Center, are:

- Information regarding MARK III Service access from Saudi Arabia.
- Local information on your prospect.
- Technical demonstration or support
- Coordination of prospect visits to the Center
- Local sales call to your prospects

- Coordination of system implementation
- Customer assistance and training (if necessary) for use of terminals and MARK III Service
- Customer assistance in acquiring proper terminals and modems

Ahmad, as a past Senior Technical Representative in the U.S. for several years, is well qualified to assist you also in the area of custom application/program requirements definition and development. Ahmad speaks both English and Arabic and can be effective in establishing your local sales contact. Although local customer training can be made available by Ahmad, currently it is provided on a limited-arrangement basis.

For assistance, please contact Ahmad Habibi through:

Crossfile: SAUD

Mail: General Electric Technical Services Company
138 University Street
P.O. Box 8256
Riyadh, Saudi Arabia

Telephone: 465-4725 (during the operating hours of the MARK III Service Center)

In addition, you may also contact Jim Smith in Rockville through Crossfile address XJMS or telephone number (301) 340-5163 for general information regarding MARK III Service in Saudi Arabia. In the U.S.A., Jim can also assist you by making a joint-sales call to your prospect.

APPLICATION OPPORTUNITIES

Some of the typical applications which you may want to

consider in your sales are summarized below for several key industries:

- Construction
 - Project management and control
 - Resource allocation analysis
 - Logistic tracking system
- Banking and Finance
 - Financial planning and reporting
 - Cash management/consolidation
 - Currency exchange management
- Consulting and Management
 - Analysis and projection system
 - Data base management
 - Simulation and probabilistic modeling
 - Economic analysis and forecasting
- Engineering
 - Structural design and analysis
 - Civil engineering project studies
 - Optimization analysis
- Electric Utility
 - Power system load analysis
 - Transmission line field effect analysis
 - Transmission line capacity
 - Flow and distribution
- Petrochemical/Mineral
 - Exploration/forecast analysis
 - Drilling optimization
 - Well rigging/riser design
 - Well and reservoir history
 - Crude oil tracking

LET'S SELL AND BE SUCCESSFUL

Your sales opportunity is great, and *your proper sales focus* is the key to the success of our business venture in Saudi Arabia.

There are many qualified multi-

