

DEVELOPMENT UNDERWAY FOR SUCCESSOR TO OMNI

Now that we're all familiar with the tremendous potential that MARKLINK (SM) Service offers to transaction - oriented business applications, wouldn't it make sense to offer standard application products based on these new capabilities? That's what CA's Western Region is doing for Hotel Management, and, not surprisingly, that's what's in the works for Order Service as well. Where the current OMNI offering finds its strength in the software generation process and the solid functional base of Order Service capabilities, the new MARKLINK Service offers sophistication in the operational ease and responsiveness in actually using an

application. So the combination of OMNI and MARKLINK Service is really a natural, and should mean that GEISCO will be able to develop and install Order Service applications that are easier to use, more responsive to time critical information requirements, and less costly to operate. The initial release of this new product (as yet unnamed - any suggestions?) is scheduled for March, 1979. Already some of the CA personnel on "the inside track" are beginning to gear their proposals to take advantage of the upcoming product.

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BILL OF MATERIALS SYSTEM SOLVES GE-DAD PROBLEMS

GE Distribution Assemblies Department manufactures power distribution equipment. Each order is for a custom built set of equipment from standard parts. As a result, a different Bill of Materials must be produced for each order. Currently the Bill of Materials is manually produced by an engineer. This is a long, high cost operation.

The system currently being installed by CA will allow information to be entered directly from engineering drawings and, with some modifications, will produce the necessary Bill of Materials for the shop. The customer has estimated this will save them the cost of several engineers.

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The project has been unique for several reasons. The project originated in February, 1978 in Connecticut at GE-DAD headquarters through the sales efforts of Sanyu Barnicoat, Account Representative in Hartford. It is being installed in North Carolina and, as a result, has been given day-to-day support by Joe Paccione, Sr. Technical Representative in Charlotte, North Carolina. Joe also wrote an interim DMS system to give the customer something quick to work with while the final system is being developed. Egan Skinner, Sr. Account Representative in Charlotte also aided in the sale by helping with coordination of activities in North Carolina.



Daisy Dong, Project Manager, is credited with success of GE-DAD project.

The success of the whole project, however, has been due primarily to the Project Manager, Daisy Dong. During the entire sales and specification cycle, Daisy flew back and forth between Connecticut and North Carolina to build credibility and confidence that we would do the best job. Susan Schultz, Applications Specialist from CA/Boston has been added to the implementation team and is following the same pattern of building credibility and confidence. The customer has stated many times that Daisy's understanding of the problem and her efforts were among the main reasons for choosing us over mini competition at this time.

As a result of the cooperative, united effort to solve the customer's problems and meet his needs by the Carolina and Connecticut sales people and Custom Applications, we were able to land a \$56,400 PSA contract for a system that will generate approximately \$8,000-10,000 monthly processing revenue when it is completed in March, 1979. In addition, it may lead to similar systems in seven other product departments.

AND OUT OF THE PAST

FIVE YEARS AGO...

- Jim Castle named General Manager of the Sales Department.
- Australia added to MARK III Service network.
- Dr. Ivar Giaever, a physicist at the GE Research Center, awarded the Nobel Prize--only the second person in GE's history.
- Headquarters people got a sneak preview of the new Maryland Center in Rockville.
- Background CRU's were replaced by the National Billing Unit (N.B.U.= \$250).

THE ROUNDTABLE

I would like to take this opportunity to congratulate each of you in Custom Applications and to thank the many people in Sales for making 1978 our best year ever. Also, I would like to express our appreciation to all of you in Engineering and other components within the Company who have given us invaluable support throughout the year. The dedication and teamwork of all involved resulted in our exceeding all 1978 expectations.

Of all our numerous accomplishments in 1978, which were the direct result of your dedication and hard work, I am particularly proud of the following:

- The strengthening of relationships and teamwork between Custom Applications and Sales.
- Revenue growth of 46%V in both personnel services and computer development billing which together exceeded \$6M and \$28M in 1978 processing revenue resulting from CA installed applications.
- CA's outstanding success this year in developing and implementing systems within original estimates and to customers' complete satisfaction.

- Addition and training of an excellent group of personnel resulting in a 31% overall employment increase.

These, along with many other accomplishments have not only resulted in 1978 being our best year ever but also has positioned us for an even better year in 1979.

Speaking of 1979, we need to continue strengthening our relationships and the teamwork concept with Sales and other components of the Company. We expect to continue revenue and employment growth at an equal or even greater rate than in 1978. Our ability to continue to implement high quality software which meets customer's needs on schedule and within cost estimates is extremely important to our future success. Also, we intend to place greater emphasis on training and individual recognition for outstanding performance in 1979. In fact, a task force has been assembled to review, make recommendations and establish clearly defined equitable rules/measurements for CA's participation in STRETCHBUCKS and MARKMAKERS.

Again, congratulations for an outstanding 1978 and best wishes for a successful 1979 in both your personal and professional activities.

Ned Heinbach

TEN YEARS AGO...

- "IN" words were:

- MARK I--the GE-265 Time-Sharing Service
- IPS--a facility where computers are located
- BASIC--former XBASIC compiler
- ABASIC--former BASIC compiler

And when you answer the phone, begin by saying, "General Electric Time-Sharing Service".

- Bob Caton and Gene Vennesland graduated from CAS class.
- Ed Isaacs headed ISD'S successful blood bank program in Bethesda.
- President Fred J. Borch announced that General Electric sales reached a new high of 8.4 billion in 1968.
- GE announced Medinet Service.

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EIGHT GRADUATE FROM FINAL CA NETS

The last CA New Employees Training Seminar ended December 8 after four weeks of technical, orientation, communications and sales courses held in two sessions, October 23-November 3 and November 27-December 8 in Rockville. The next group attending NETS from CA will be joining Sales employees for six weeks of classwork; of course, the group will split-up for some classes to give greater sales or technical emphasis.

You don't have to necessarily be a "new" employee to attend NETS. Just ask Phil Snyder who 6 1/2 years after joining General Electric and working in the Supercenter Operations section found himself in NETS. Phil felt like a new employee because he says, "The CA/Sales environment is that different."

Phil reports he discovered many interesting tidbits in NETS. "FORTRAN, for one, has changed a great deal in the past 6 years. The IF-THEN-ELSE-ENDIF construction sure is handy and not having to count out the Hollerith characters for printing literals saves lots of time and aggravation."

Everyone seemed to enjoy the Professional Selling Skills course taught by Ike Smith. Phil liked the



*Standing from left to right: Rick Stever, Allan Peltz and Paul Hodgdon.
Sitting from left to right: Stephen Klaber, Pam Kaur and Phil Snyder.
Not pictured: Jim LaPointe and Ron Watkins*

PSS idea that one sells to satisfy the needs of the customer and was amazed at how quickly the class seemed to pick up skills.

The only aspect that Phil did not like about the last CA NETS was that it was all over so soon.

"Past" Continued from Page 3

- "Our information systems business.... ended the year with good progress according to plan. Revenues were well above those of 1967. The company maintained its leadership in the fast-growing area of time-sharing in both its world capacity and volume of service."
- GE President Fred J. Borch announced "...for our world wide information systems, 1968 was another year of substantial improvement, even while we were continuing a sizeable expansion of our operating base in this major new area of opportunity."

PEOPLE



Computer people have some weird backgrounds but how about an ex-peanut butter maker turned CA consultant. Stu Sather's first job after earning a chemical engineering degree from the University of Minnesota was running a peanut butter pilot plant for Procter and Gamble in Cincinnati. Stu says he decided to go into DP the day the pipes burst.

Since then, Stu has been a timesharing manager and departmental controller for Xerox in Rochester, N. Y., and has picked up an MBA in finance from Rochester Institute of Technology. He joined ISBD

in 1975 as a senior tech rep in Rochester, and moved to Rockville as a CA consultant for financial systems in 1977.

Stu's assignments in the past year have taken him to Europe three times, and all over the U.S., helping sell and design CA financial consolidation and accounting systems. Off the job, he's a duplicate bridge life master, and played in the international bridge championships in Toronto last summer.

Stu is always available to the field for financial services consultation.

CA ADMINISTRATORS SEMINAR HELD IN ROCKVILLE

The second Custom Applications Administrators Seminar was attended December 12 and 13 in Rockville by 15 administrator/secretaries. Nine attendees were participating for the first time in the two day program of presentations and workshop. A portion of the previous agenda was unchanged for the benefit of new employees, but most topics were approached differently and three new ones added.

The group got the opportunity to ask questions first hand of Bill Aboud about Relations paperwork/procedures; Norm Otis about OLOS; Jim Porter about Word Processing availability for CA documentation; Cheryl Frankeberger about Edit Runoff; Genie Reilly explaining the ROP process; and Jim Morgan discussing physical and data security and administrator's role in security audits.



*Standing from left to right: Adrienne Byer, Linda Ward, Judy Malinak, Pat Sluder, Jeanette Martin, Carol Shofner, Sharon Carroll, Roseann Alesandro, Connie Horton, Sally Friedmann.
Sitting from left to right: Norma Blaauboer, Dorothy Morrison, Ericka McCormick, Linda Wesley, Winifred Elam.*

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