



Sales Thrusts for July to December Reviewed at Field Management Meeting

Two weeks ago in Rockville, more than 130 ISBD personnel heard Roger Hobbs, General Manager of the Sales Department, announce the division's sales thrusts for the last half of 1976. On hand for the Field Management Meeting were all zone and branch managers, CAO and VS district managers, zone employee relations managers, the Division Staff and a number of Rockville section managers. The message was quite clear: ISBD's business is very healthy, and we expect to do even better during the remaining six months of 1976.

Our objectives for the last half of the year, Roger said, are pretty simple. "We intend to increase our revenue, improve our market position and build more field sales enthusiasm," he declared. To accomplish these goals, three major areas have been selected for concentration. They are competition (both service vendors and in-house), order service applications and expansion of our Background Service business (both GCOS and VS, as well as Remote Facilities Management).

These thrusts are the product of major efforts being expended to provide the best possible headquarters and zone support for each of the areas of concentration. Each of our zone managers will be implementing detailed plans and conducting informative zone meetings to get the job done.

Competition

One positive plan to help build ISBD business in the face of competitive service vendors and in-house systems is expected to result in the conversion of a number of major applications in each zone with attendant revenue increases. To assist our efforts in the future, all successes and failures alike will be carefully documented so we'll know what we did right. . . or wrong.

Each zone will have a "competitive specialist" available to help out in sales situations. For example, what is superior about MARK III[®] Service in respect to a particular competitive product? If you're not fully armed with the answers, your zone's "competitive special-

ist" would be able to supply the answer. . . or track it down. Generous support from the Custom Applications Operation is planned to convert competitive applications to MARK III Service.

In the area of in-house competition, a basic goal will be to conserve the business we already have by showing our customers where MARK III Service can do a better job for them than an in-house alternative. Branch, zone and headquarters efforts will be focused on key accounts currently having in-house systems, or who are considering going in-house. Presentations are being prepared for top management of these firms.

Order Service

Order service will also be a major opportunity for the rest of 1976. Activities will include holding presentations for individual customer prospects, conducting CAO surveys and system

Continued on page 2



Although delegates to the recent Field Management Meeting had a heavy schedule of business meetings, they still found time for recreation. The group poses briefly for the camera before enjoying a cookout at Smokey Glen Farm.

GENERAL  ELECTRIC

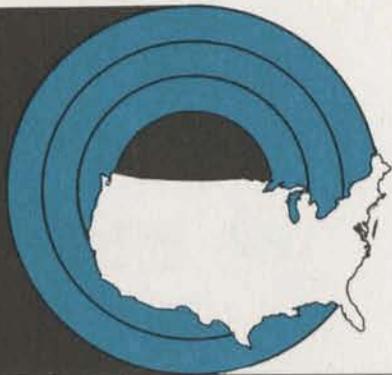
For General Electric Employees Only

ISBD

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

June 30, 1976
305.61



Sales Thrusts *Continued from page 1*

studies and signing major customers for implementation.

To help in generating order service business, CAO will provide two man-days of effort for each survey free of charge. Specific prospects... especially discrete manufacturing and wholesale companies... will be focused on in each zone with emphasis on those with multiple locations and those involved in finished goods and spare parts orders.

To further assist in building order service business, a sales training course is being completed, and appropriate training will be conducted in each branch. Further, prospect seminars will be set up in each zone as noted previously.

Background Service Expansion

Efforts to build our Background Service business will zero in on GCOS Background, VS Background and Remote Facilities Management (RFM). GCOS Background Service is to be sold as a complement to Foreground for current customers *and* as an extension to in-house capability for Honeywell equipment users; VS Background Service is an extension of in-house computing for IBM-equipped users, plus emphasis on authored applications and Data Base Management software.

Among the advantages of ISBD Background Services which will be stressed are:

- Large core
- Network and in-house compatibility
- Turnaround
- Prime time processing
- A realistic alternative to in-house upgrades



Roger Hobbs

- User-oriented conversational front end.

Application packages receiving emphasis in connection with the GCOS Background Service sales thrust will include those for electric utilities, management sciences and project management. VS Background Service sales efforts will be targeted to both current Foreground customers and new Background prospects by focusing on functional manage-

Additional ASTRA Support . . .

Through a recent arrangement, consultation and user support services for the ASTRA project management system are available to GCOS Background Service users directly from the General Electric Installation and Service Engineering Business Division.

GE I&SE has extensive experience in the project management field, and has been using ASTRA for more than a decade to manage some 200 projects a year in a wide variety of situations.

Effective since June 1, MARK III Service users may obtain ASTRA telephone support, consultation and advice from

ment and data processing managers. The thrust will also include a search for qualified new NSS authors.

In the area of Remote Facilities Management, the plan is to identify and qualify GCOS Background and VS Background prospects in each zone. A team consisting of both headquarters and zone personnel is being established to back AR/TR prospecting efforts.

In Other GE Divisions. . .

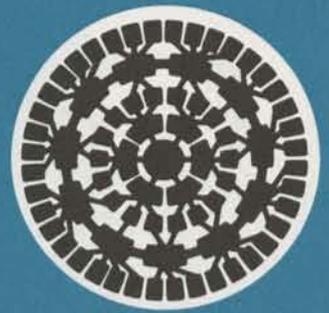
Portsmouth: A GE development that could revolutionize home color TV reception was unveiled recently at press conferences in New York and Portsmouth. Five new GE TV models have a special feature that detects and decodes a tint and color-intensity reference signal now transmitted with many color television programs, and automatically adjusts the color on the home set. With these new "broadcast controlled" GE models, consumers should not have to make any adjustments for most color telecasts. Production on the new models is scheduled to begin in late April, and the new sets will be available in retail stores this summer.

GE I&SE through the National Service Operation, or directly from:

Mr. I. J. Meredith
Manager, Project Planning Support
Building #2, Room #444
1 River Road
Schenectady, New York 12345

Phone: (518) 385-0580

Arrangements for consultation and assistance by I&SE at the user's location can be made by submitting a mini-ROP. Users can list ASTRAINP in the three-star library for information related to this arrangement.



Coming July 1: Full Duplex for 1200 Baud Service Plus New Metro Access

Just around the corner is more reliable, easier-to-use 1200 baud full duplex service plus Metro Access.

On July 1, full duplex service will be the mode for 1200 baud service via Metro Access. For interactive computing, this means that customers will no longer find it necessary to transmit a control character to "turn the line around" when using 1200 baud service. The service is more reliable than before, too. Customers should now experience far fewer disconnects than they ever have since 1200 baud service was introduced in 1973.

Full duplex 1200 baud service will initially be available only via Metro Access ports. To take advantage of full duplex service, customers will require a VADIC Full-Duplex Modem. They are available from the manufacturer for about \$650, or they may be leased for about \$70 per month.

However, this cost . . . as well as the increase in MARK III Foreground Service which becomes effective July 1 . . . will be largely offset for most MARK III Service customers due to two new pricing configurations.

One is Metro Access. Being initiated in five cities July 1 — New York, Washington, Los Angeles, Cleveland and Chicago — new mini remote concentrators have been incorporated into the system in these cities which enable ISBD to eliminate the use . . . and cost . . . of "800 number" INWATS lines. For customers who switch to ISBD's 1200 baud full-duplex service, significant savings can be realized in these five Metro Access areas.

Three types of service will be available through Metro Access: TIP (with savings as high as 50%), 1200 baud full-duplex

service (with savings as great as 39%) and 4800 baud high-speed service (savings up to 43%).

Additional cost-savings are available through Custom Usage Plans, which allow any customer to pay a flat subscription fee and obtain substantial discounts for most elements of Foreground Service. There are four plans — customers select the plan which gives them the best pricing according to the volume and profile of their usage — with flat discounts running from five to 20 percent and total discounts from 30 to 60 percent during non-prime hours (8 p.m. to 8 a.m.).

Full duplex 1200 baud service has been in field test for a number of weeks, and so far, every field test customer has expressed great satisfaction with the improvements. The use procedures are exactly the same now, and customers have also cited far fewer disconnects.

Supporting material has been sent to all account representatives and branch managers to help prepare them for the July 1 release of the new technological and pricing innovations. For example, a six-page document on 1200 baud service includes information on the benefits of full duplex over half duplex; field test procedures; procedures for

current 1200 baud users (TermiNet* conversion, modem conversion, telephone company changes); procedures for new 1200 baud users; and accessing the system.

Also, within the next few weeks, all account representatives will receive:

- A new International Access Directory
- New 1200 baud service sales manual profiles.
- A new set of terminal cards for all qualified 1200 baud terminals, including the TN 1200, Tektronix 4012 and Hazeltine 2000.

New telephone access numbers for Metro Access will be published in the new International Access Directory. Until the directory is published . . . and before July 1 . . . the numbers to call for Metro Access can be obtained by listing an on-line file called METRO***. For national 1200 baud full-duplex and 1200 baud half-duplex, run a program called BAUD1200***. Both files are available from any user number.

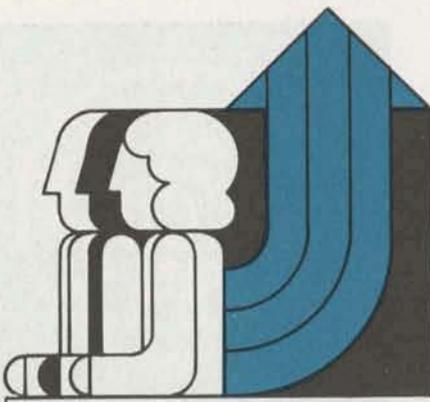
*Registered trademark of General Electric Company, U.S.A.

A Deal With Disney . . .

GE employees whose vacation plans include Disney World in Florida or Disneyland in California can obtain a "Magic Kingdom Card" free of charge, which can save them as much as 15 to 20 percent when purchasing tickets. If interested, contact Bill Courtney, Resident Manager, GE Carousel of Progress, Walt Disney World, Lake Buena Vista, Florida 32830. Be sure to send a self-addressed, stamped envelope with your request.

Magic Kingdom Club members and their families will find a whole new country awaiting them at the Florida resort this summer. "River Country" is a unique new adventure . . . a re-creation of summertime shenanigans in the water, featuring an "ol swimmin' hole" complete with flume and raft slides, diving platforms, rope swings and fully equipped picnic and camping areas.

June 30, 1976
305.61



People on the Move

John Barber, from Account Representative; to Senior Account Representative, Schenectady.

Beverly W. Bayar, from Receptionist/Secretary; to Branch Administrator, Atlantic Technical Branch, East Orange.

Deborah Bednar, from Switchboard Operator/Receptionist; to Receptionist/Secretary, Eastern Zone, New York.

Harold Boyd, from Specialist, Accounts Payable; to Specialist, Disbursements Accounting, Rockville.

Gerald J. Brown, from Technical Representative; to Senior Technical Representative, Schenectady.

Linda Crisafulli, from Specialist, Disbursements Accounting; to Specialist, Domestic Accounting and Reporting; Rockville.

John Dublanica, from Manager, Sub-campaigns 1 and 2, WorldWide '76 Campaign, Rockville; to Manager, National Programs, Washington, D.C.

Robert O. Fohl, from Manager, San Francisco Branch; to Manager, General Industry Accounts, Rockville.

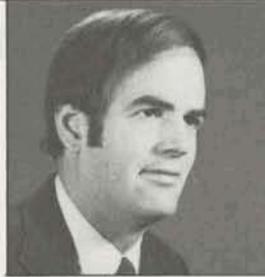
Paul Goldstein, from Senior Account Representative; to Manager, Advanced Programs, Washington, D.C.

Joyce Harder, from Receptionist/Secretary, Oak Brook; to Branch Administrator, Chicago Industrial Branch.

Jennifer Jeffrey, from Branch Secretary; to Branch Administrator, Hartford.

Jocelyn Johnson, from Disbursements Clerk; to Accounting Clerk, T&L, Rockville.

Roger E. Kupcik, from Senior Computer Operator; to Operations Specialist, Brook Park.



John Barber



Beverly Bayar



Deborah Bednar



Harold Boyd



Jerry Brown



Linda Crisafulli



John Dublanica



Bob Fohl



Paul Goldstein



Joyce Harder



Jennifer Jeffrey



Jocelyn Johnson



Roger Kupcik



Doug Palmer



Steve Ropelewski



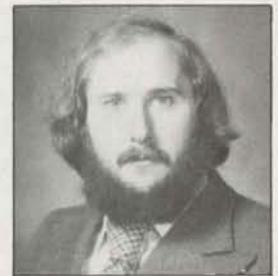
Andy Sabol



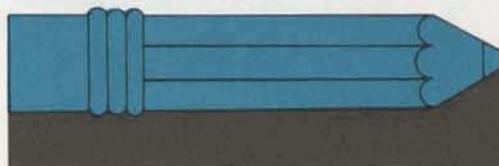
Natalie Taylor



Barbara Thomas



Byron Wall



June Service Awards

Fifteen Years

Benjamin H. Henson Atlanta

Ten Years

Charles W. Kicklin Indianapolis
 Dante G. Borio Oak Park
 Ronald O. McKinney Rockville
 David J. Miller Rockville
 Andrew J. Pecus Rockville
 Larry A. Capriotti Rockville

Five Years

David J. O'Connor Rockville
 Gerald B. Shipley Houston
 Judith M. Biauce Los Angeles
 Richard A. Caldwell Erie
 Christine S. Czapski Erie
 John C. Hauber Cleveland
 Nancy L. Rizzi Rockville
 Mary A. Costell Erie
 Dante F. DeLeonardis Brook Park
 John H. Gilmore Oak Brook
 Robert L. Fondiller San Francisco
 Lily P. Tan Rockville

People *Continued*

Douglas Palmer, from Manager, Miami Branch; to Manager, Dallas Branch.

Stephen Ropelewski, from Computer Operator; to Senior Computer Operator, Rockville.

Andrew Sabol, from Computer Operator; to Senior Computer Operator, Brook Park.

Natalie Taylor, from Capacity Planning Specialist; to System Development Analyst, Rockville.

Barbara Thomas, from Disbursements Clerk; to Accounting Clerk, T&L, Rockville.

Bryan C. Wall, from Technical Representative; to Senior Technical Representative, Stamford.

Pocketful of Information



A new *Who, What, Where & How* Pocket-size booklet is off the press. . . a quick, easy reference guide of often-called people, work functions and telephone numbers.

This expanded version is identical to the "yellow pages" which appear in your new ISBD telephone directory.

Although each version of *Who, What, Where & How* is an expansion of the previous version, there is still room for

Now You Can Run PLOT On Two New Terminals

Now, in addition to printing terminals such as the TN300 and TN1200, and plotting terminals such as the Zeta* Plotter, users can access PLOT***, ISBD's successful new business graphics utility, on two additional terminals. They are Hewlett-Packard's HP7203 model and Houston Instruments' COMPLIT® terminal.

To invoke PLOT*** for printout on the HP7203 terminal, enter "TERM = HP" and for the COMPLIT terminal, "TERM = COM." The addition of these two new terminals makes PLOT*** more flexible than ever.

*Registered trademark of Zeta Research, Inc.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8*273-4387.

many additional entries. All Update readers are urged to check it carefully to see if all the areas of responsibility in their components are listed in such a way that employees can quickly locate the proper source for specific information. If you can think of additions which would improve its usefulness, complete the tear-out page in the back of the pocket version and return to the Manager of Facilities Projects in Rockville.

Copies of the guide have been distributed to all ISBD employees, and additional copies may be obtained through OLOS (0600.04A).

Here Comes Cleveland!

Ron Rasmussen's Cleveland Branch promised it was heading for the top of the performance list, and here it comes. Starting at the bottom of the list, the branch moved up fourteen places during March and April; and in May, moved up still another place among ISBD branches. Is *your* branch one of those Cleveland will have passed in June?

S&SP Prices — May

Month	Stock Price	Fund Unit Price
May	\$51,469	\$27.547
April	53.190	28.088
March	52.098	27.962
February	53.329	28.042
January	52.220	26.986
December	46.347	25.407
November	48.336	25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371



Koelsch: Puerto Rico Offers Revenue Opportunities for Most ISBD Branches

ISBD's newly opened Puerto Rico office is now in full operation, and business opportunities for the division look "fantastic," according to Pete Koelsch, Manager, Information Services Operation, Puerto Rico.



The division's arrangement in the Commonwealth of Puerto Rico is unique in that although our operations there report to the International Support Opera-

tion—it's not handled by a distributor like other offshore offices. The office functions exactly like all our branch offices in the United States. "Actually, it's the best of two worlds," Pete said. "Operating through International is a great experience. The major factor is that as a small operation I require. . . and get. . . enthusiastic sales and technical support from our Stateside branches working with multinational corporations." He added that it is significant that his domestic counterparts receive *full* international revenue credit for business they acquire for Puerto Rico affiliates of their own customers.

Pete said that cooperative projects are currently underway with ISBD branches in San Francisco, Los Angeles South, New York Financial, Cleveland, Stamford and Chicago. And he's anxious to see this list grow.

"A very large number of the Fortune 1300 companies have operations in Puerto Rico," Pete said, "and more are coming down all the time." Some of the major industry groups include pharmaceuticals, such as Eli Lilly, Abbot Labs, Baxter, G.G. Searle; manufacturers such as General Electric (with 24 plants and 4,000 employees in Puerto Rico), Westinghouse, Digital Equipment; chemicals such as Union Carbide and PPG. Others

include banks, major CPA's, food processing and U.S. Government agencies.

Pete believes there's a tremendous opportunity for MARK III order service systems in Puerto Rico. Also, financial consolidation is high on the list of needs. "I strongly urge all branches to exploit the unique opportunity and competitive advantage in Puerto Rico," he declared.

When asked what he thinks of his new assignment, Pete said: "Being a one-man operation in Puerto Rico has been quite a challenge. Opening and equipping a new office, serving as the NDP, and dealing with all levels from clerks to company presidents provides an exposure which is probably unmatched anywhere.

"The variable quality of local telephone

Make Educational Loan Applications Soon

Now's the time to think about those college expenses coming up this fall. Don't forget that employees may apply for loans, at interest, under a General Electric program designed to help meet college expenses.

Employees with at least one year of continuous service may apply for a loan of up to \$1500 per year per student. Ultimately there is a maximum of \$5000 outstanding for the education of any one student and the total loans outstanding cannot exceed \$10,000 for two or more students who are members of the same family.

For the 1976-77 academic year, applications will be accepted as late as December 1, 1976 — but those who delay making applications run the risk that there will no longer be funds available.

Application forms for the coming scholastic year are available now. The Employee Relations Operation has responsibility for administration of this program. Em-

service for data transmission has been the most frustrating problem for both users and me," he said, "especially since I also am the Service Desk!"

But the outlook for improvement is very good, he was quick to add. "The installation of Telco data sets in place of acoustic couplers solves more than 90 percent of the data transmission problems in the San Jaun metropolitan area," he said. "And far more promising, new interoffice cabling will raise the quality of telephone service very close to that of the mainland during 1977."

Pete says the most significant event of the year (except for the Puerto Rican birth of his daughter Rita on January 2) was obtaining a leasing arrangement for TN300's in Puerto Rico through International GE Service Shops.

employees should contact Allen Nuss, Personnel Practices & Development Manager, for further information and forms. Call 8-273-4701

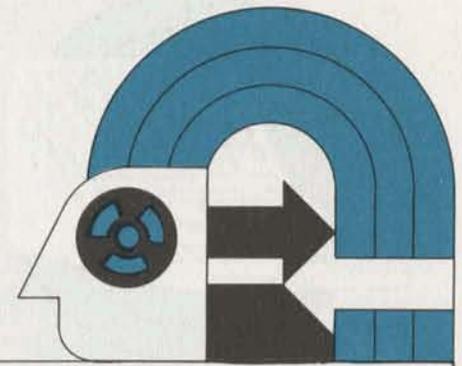
Only Five, But He's Concerned!



Five-year-old Michael Vodarsik, son of Ernie Vodarsik, PS-NJ National Account Representative in East Orange, and his wife Micki, was the very youngest to

participate in a recent bike-a-thon for the American Cancer Society. He collected over \$100 — a big sum for a small boy.

His mother, Micki, said most of the pledges came from ISBD people in the East Orange office. Their generosity . . . plus Mike's endurance . . . won him an award for collecting more money than anyone else in his age category.



Interchange Corner

How the ISBD Network Relates to Communications

Leo Kotschenreuther, Senior Quality Systems Specialist in the Systems Department, shares his thoughts with Update readers on some of the aspects of the MARK III Telecommunications Network as it relates to communications — specifically how output to user terminals is accomplished.

Output Methods

There are two methods of generating output to user terminals:

- ASCII output — using system commands (other than WBS), and PRINT;
- Binary output — using the WBS command, and the FIV command (CALL PUNCH).

Parity

The system will always set the parity to either odd or even when doing ASCII output. The parity is set to even parity unless the user uses the PAR O or PAR O,C command.

The system does not set parity for binary output. The parity bit is treated

as a data bit. The RC/LSC/MRC are the computers which actually set the parity bit. Parity is automatically set correctly for type 4 (IBM2741) terminals.

Changes Made to User Data

The Foreground will always send a number of data characters which is a multiple of four if the output is ASCII. Rubouts (octal 177) are used as filler characters to force an even multiple.

The Foreground does not generate these filler characters when performing binary output. The system does generate characters before and after the user data when doing WBS.

The RC/LSC/MRC may also add some additional delay characters after certain characters, such as the carriage return, line feed, horizontal tab, vertical tab, backspace and form feed, depending upon the user terminal type and speed. These characters compensate for the time necessary for the terminal to accomplish its mechanical operations. These delay characters are rubouts (octal 177).

For Friden terminals (type 3), line feed characters are deleted and replaced by carriage return characters. See *Command Systems* (3501.01K), page 159.

All characters coming from or going to type four terminals (IBM 2741) come into RC/LSC/MRC as EBCDIC and are transliterated to ASCII and stored as ASCII in the Foreground. When output is required (either ASCII or binary), the RC/LSC/MRC performs the necessary transliteration.

How to Tell What Terminal Output is Received

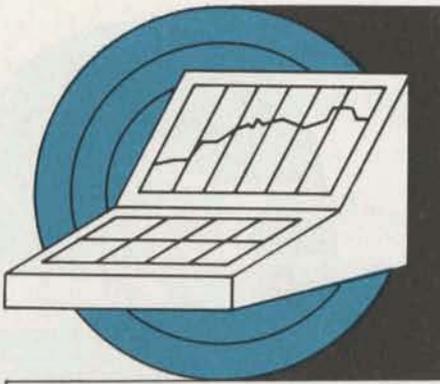
Many characters are non-printing but it is quite likely that situations might arise which require knowing which characters were sent to the terminal. A very easy method of determining this makes use of a paper tape reader/punch or cassette. . . Just follow these steps:

1. Turn on the paper tape punch or cause the cassette to begin writing;
2. Begin output;
3. When output is completed, re-enter the paper tape or cassette into the system by way of the command `RBS filename;`
4. When the tape has been completely read into the binary sequential file, run the following program. This example program reads the file and prints the contents in octal.

```

1000* DUMP AN RBS FILE IN CHARACTERS
1010* THE SYSTEM MAY INSERT OCTAL 777 S. PRINT ONLY 3
1015* OF THESE OR LESS
1020 FILENAME INFILE
1030 INTEGER TOOMUCH/0777777777777777/
1040 INTEGER CON /04000/
1050 INTEGER CHARS (1256)
1060 INTEGER LIST (314)
1070 PRINT,"INPUT THE NAME OF THE RBS FILE"
1080 INPUT, INFILE
1100 PRINT, " "
1110 1110 READ(INFILE, END=1320,ERR=1330)LIST
1120 N=0
1130 1130 DO 1220 J=1,314
1140 CHARS (N+J)=SHIFTR(LIST(J),27)+CON
1150 CHARS(N+J+1)=SHIFTR(LIST(J),18)+CON
1160 CHARS(N+J+2)=SHIFTR(LIST(J),9)+CON
1170 CHARS(N+J+3)=LIST(J)+CON
1180 IF(LIST(J),NE,TOOMUCH)GO TO 1210
1190 M=4*(J-1)
1200 GO TO 1240
1210 1210 N=N+3
1220 1220 CONTINUE
1230 M=1256
1240 1240 CONTINUE
1250 DO 1290 K=1,M.15
1260 KK=K+14
1270 IF(KK.GT.M)KK=M
1280 PRINT 1360,K+100000,(CHARS(L),L=K,KK)
1290 1290 CONTINUE
1300 IF (M.NE.1256) GO TO 1320
1310 GO TO 1110
1320 1320 CALL EXIT
1330 1330 PRINT 1350.IOCODE(O)
1340 CALL EXIT
1350 1350 FORMAT ("CANNOT READ FILE, REASON CODE",14)
1360 1360 FORMAT(1H ,15,2X,15(1X.03))
1390 STOP
1400 END

```



The STAR Application Package Makes its Debut; Here's New Revenue Potential for Every Branch!

Scheduled for commercial release in mid-July is the newest addition to ISBD's MARK III three-star library, STAR*** (Scheduling Time and Resources). It's a flexible, easy-to-use and cost-effective application system which functions as a decision-making tool in the scheduling of a work force.

Prospective users are headed by airlines and telephone companies — the airlines to schedule and administer their reservations and ticket-issuing staffs; telephone companies for their operators. But if you don't happen to have an airline or telephone company among your accounts, you can still sell STAR***. Other prime candidates include credit card companies, newspapers, rent-a-car companies, wire services, telegraph companies, amusement parks and credit-checking bureaus, just to name a few. You can probably identify still more revenue opportunities among your own current customers and prospects for this versatile and cost-competitive new product.

STAR*** can handle up to 1200 employees' scheduling needs at each location. To our knowledge, no U.S. airline or telephone company has enough applicable employees in any single location to exceed the software capacity.

One major U.S. airline, for example, has been using STAR*** as a field test customer for several months, and generating over \$20,000 monthly for ISBD. Its five busiest locations are on-line covering a total of 1,800 employees. The airline is currently saving thousands of dollars each month, thanks to STAR***. Further, it's enabling its reservation agents to respond to 89 percent of all inquiry phone calls within 20 seconds of the phones' first ring. This is making possible the utilization of 94 percent of its agents' time. Two phone companies are also field testing STAR*** with similar impressive results.

"This is undoubtedly the most cost-effective, cost-competitive, efficient, responsive and easy-to-use product of its kind we know of," declared Don Montgomery, Manager of User Systems. "Our biggest competition comes from the telephone companies' own in-house systems; but our product is still superior to any of these we've seen so far. Lesser competition comes from CSC, McAuto and other in-house systems . . . but none of them has anything as good as STAR!"

STAR*** effectively addresses the following requirements, among others:

- The need to keep telephone operators and airline agents busy to make maximum use of their time.
- The need to meet union rules regarding such things as lunch breaks, etc.
- To fit the work force to the traffic load, and determine the most desirable mix of employees needed to respond to the work force load.

Don said STAR*** has the capability of performing a number of vitally important functions including forecasting (utilizing a database of historical information based on the "Erlang C" formula which has been common in the telephone industry for some time).

Don added that further expansion of STAR's functional capabilities is underway. For example, by the time the software is commercially released around mid-July, Don expects the package to be able to assign specific people to specific jobs. A field test version of the assignment function will soon be implemented at one of the nation's leading telephone companies.

Another future function, which Don says is in the planning stage, is an automatic interface with our Employee

Accounting System (EAS), or with the customer's own payroll system if preferred.

Don said the new package enjoys a large number of attributes. Among these are:

- Integrated package, modular in function.
- Superior scheduling quality.
- Easy to learn and to use (only five simple commands are needed to perform all the basic functions).
- FG/BG option for schedule generation.
- Very cost effective.

According to Floyd DeAndrade, Product Program Specialist, "If STAR is run exclusively in Foreground Service, the cost to the customer is only about 17 cents per employee per schedule. In normal Background Service this drops to only a dime or less!"

Floyd added that if our current field test customers' use can be used as a guideline, telephone companies will most likely be using STAR*** very heavily for scheduling while airlines will use it equally heavily for administrative tasks.

An internal training session is scheduled for selected account reps and tech reps July 21 and 22 in Rockville. An advance release of the User's Guide is publication number 5306.11. A presentation to telephone companies is also ready, and a copy may be obtained from Paula Zak, Industry Accounts Support Manager (8*273-4394). For information regarding the marketing of STAR***, call Floyd at 8*273-4718. For technical information, call Din Kurawadala, Systems Specialist in Technology, at 8*273-4586.