



UPDATE

GENERAL ELECTRIC COMPANY
INFORMATION SERVICES BUSINESS DIVISION

ROCKVILLE, MARYLAND
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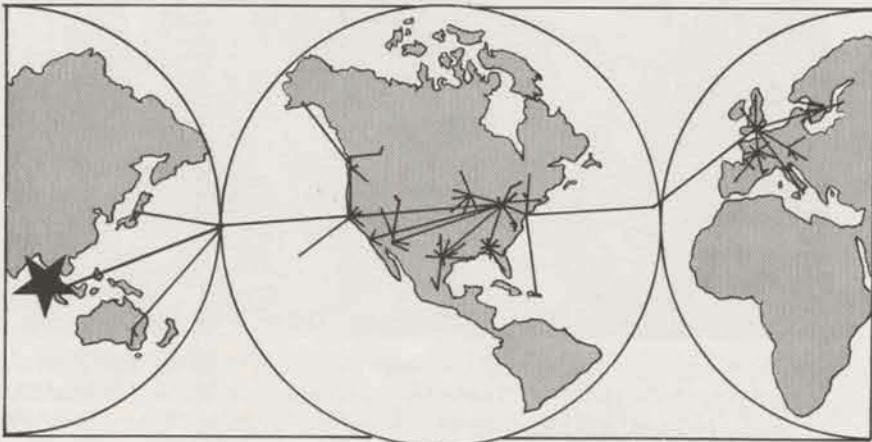
SINGAPORE IS. NEWEST NETWORK LINK IN ORIENT

The international scope of our MARK III® Service network has expanded once again — this time to add the Republic of Singapore to the list of local-access areas.

With the addition of Singapore, the number of time zones covered by local-call MARK III Service is now 20 and the number of countries served increases to 21. Currently, over 500 cities around the world are served.

Singapore is a leading seaport and commercial center of southwest Asia. It was added to the network early in 1977, according to Paul R. Leadley, General Manager — International Department, to accommodate present subscribers in Japan and the U.S. whose Singapore-based affiliates and components require access to the use of programs and databases maintained by the parent organizations. Almost 20 companies are already taking advantage of this newest network extension.

Singapore is now covered by MARK III Service network; local-call service is available across 20 time zones.



OVER 300 EMPLOYEES NOMINATE SELVES IN PIC CAREER PROGRAM

With four months of activity now behind it, the Division's recently launched self-nomination Program for Individual Careers (PIC) has recorded 324 applications by employees who are using the system to enhance their career advancement opportunities.

During this period, 157 Division jobs have been posted. Seventy-one of these are still open. Seventy-nine positions have been filled.

"PIC has taken off very successfully," states Frank Gibbins, Manager of Employee and Community Relations. "It has already become an exceptionally valuable tool, both for helping to fulfill the personal goals of our people and to meet the needs of the Division as well."

Frank also commented that many good suggestions for improvement have been received from employees. "Some procedural changes have already been made," he said, "and other changes are being considered. But until we gain a bit more experience and formal changes are made, any exceptions to PIC are only with



PIC job postings are popular news, says program implementer Annette Reeping. Over 150 jobs have been posted in four months.

Division General Manager approval."

Day-to-day operation of PIC is handled by Annette Reeping of the Relations Operation. According to Annette, the PIC Program operates as follows:

1. Position opportunities are publicly posted on bulletin boards in Rockville, all Field Sales offices, and the Ohio and Amsterdam Supercenters. Each posting gives job requirements, responsibilities, and position level. Postings are updated each Wednesday.

Continued on page 8

FLYAWAY 77 "TAKES OFF" WITH FIELD SALES EFFORTS

When the first quarter of '77 ended in March, five field people were in contention for the 25,000 mile first prize in the FlyAway '77 awards program.

Paul Heiner, BM, William Cassedy, TR, John Barber, AR, Gerald Brown, TR, George Alber, AR — all members of the Schenectady Branch — are the period-to-date leaders each having over 3,000 air travel miles.

FlyAway '77, the Division awards program for this year, gives field sales employees the opportunity to accumulate air travel miles toward the trip(s) of their choice. Winners can use their air miles to travel to any location in the world, and can take any member(s) of their immediate family. The person accumulating the most air travel

GERMAN EXECUTIVES VISIT ROCKVILLE

High-level data processing executives from several German business firms attended a special seminar in Rockville on April 27-28. Jointly sponsored by GE and HB-Network Information Services, the seminar was attended by both potential and current German customers.

Objectives of the seminar were to inform these key executives of the global scope and capabilities of MARK III Service, and to provide a forum for interchange between domestic and foreign data processing managers.

Key presentations were made by representatives of several major U.S. users of MARK III Service — The Coca-Cola Company, Clark Equipment Company, and Beckman Instruments. In addition, GE speakers discussed the history of MARK III Service, the new features of MARK III PLUS, and network management. The German version of the "Global Village" film was also shown.

miles will receive enough additional miles to equal a trip around-the-world.

The FlyAway '77 awards are based on individual and branch performance over quota, and on outstanding individual accomplishments.

Paul Inserra, Manager — Headquarters Sales Operations, stated that, "During the first quarter many field people made a strong showing not only as individual achievers in special activities, but also in exceeding revenue goals at the branch and individual levels."

He went on to say, "Schenectady had a tremendous first quarter and was always among the top three branches. Based on reaching the highest revenue percent over quota and having the highest percentage of branch revenue growth over the past year, Schenectady was named the Outstanding Branch of the Quarter. Each eligible branch member will receive 1,000 air travel miles."

"The FlyAway '77 committee and the Sales Department Management decided to award air travel

IN MEMORIAM

LAWRENCE WOLFE

Larry Wolfe, CAO Consulting Specialist, died Saturday, May 21, a victim of cancer. Well known and respected both within and outside the Division, Larry worked for GE for 29 years. The sympathy of his friends and colleagues at ISBD is extended to his family.

miles to the top branches each quarter for the duration of this awards program," Paul added. He also noted that other branches are looking strong and Schenectady has a number of serious challengers to contend with during the second quarter.

Other branches with strong first quarter performances include: Chicago VS, Los Angeles South, Pittsburgh, Houston, and Minneapolis.

Branches showing impressive growth in January, February, and/or March were: Pittsburgh, New York VS, Minneapolis, Chicago VS, Los Angeles VS, New York VS, Los Angeles New Business and Cincinnati.



Thirteen representatives of German business and industry attended a recent Rockville seminar. Seated front row center is the General Manager of our German distributor, Dr. Manfred Wittler, Geschäftsführer of Honeywell Informations-Service, GmbH in Germany.

ISBD NAMED TO FEDERAL GOVERNMENT GSA SCHEDULE

After months of intensive effort by the Division's Federal Sales Operation, the government's purchasing agency, General Services Administration, recently signed a teleprocessing services contract with ISBD that has a potential value of \$56.7 million. The contract covers a period ending September 30, 1977.

"This is the largest Federal Government contract for teleprocessing service that we've ever won," said FSO manager Sally A. Smith. "It represents our commitment to provide the Government

with efficient remote computing service nationwide. I'm really pleased—not only as a GE'er, but as a taxpayer."

The multi-million dollar contract under the Schedule portion of the Government's new Teleprocessing Services Program will make available to Federal agencies and departments, the computer resources and technical support services of MARK III Service.

ISBD is the eighth company that has been put on GSA's Schedule.



At a recent two-day seminar, people involved in selling in the Federal Government intensified awareness of federal government data processing needs and expanded capabilities for serving U.S. agencies and departments.

NEW TERMINAL MAKES A HIT

The new, versatile TermiNet® III high-speed print station is the latest in input/output devices available to users of MARK III Service. Recently officially introduced to customers during the spring meetings, the terminal was enthusiastically received by customers and Field Sales people alike. Demonstrations at each of the eight meetings were so successful that several sales were made immediately.

The new terminal was also jointly exhibited by ISBD and GE's Data Communication Products Department at the recently-held GE

technical management conference in Belleair, Florida. Among the 400 high-level managers who attended that conference, the TermiNet III drew the same favorable response that it attracted at the customer demonstrations.

The TermiNet III includes a TermiNet 30 and a TermiNet 340 which together yield a unique capability for both low-speed (30 cps) interactive service and high-speed (340 lpm) printing. It also has the capability of emulating line disciplines for units such as the IBM 2780, 3780, and others.

MEET TOM LITTLE OF STRATEGIC PLANNING

Thomas J. Little, recently appointed Manager-Information Services Strategic Planning Operation, joined our Division staff on March 21.



Tom heads up the small, but intensive "think tank" of people who design long-term strategic business plans for ISBD. Tom picks up the operation's reins from Paul R. Leadley who was named Manager—Information Services International Department in late 1976.

No stranger to information processing, Tom comes to ISBD from the Space Division where he managed their Information Systems Programs for four years. He held a wide variety of positions in the Aerospace Group.

Tom lists the U. of Richmond and the U. of Maryland among his educational credits.

NEW PHONE BOOK TO BE PUBLISHED

A new phone book will be published in June. If your name, phone number or title is incorrect, please submit the correct data *no later than June 10*. This also applies to changes in the "Who, What, Where and How" yellow pages.

Forms located near the end of your current phone book may be used to submit corrections and deletions. Take a moment now to check all information concerning your number, address, name, job and responsibility.

MARK III PLUS TEAMS MADE IT HAPPEN ON TIME

When the curtain went up, on March 25, revealing publicly five new expansions to MARK III Service, no one felt better about it than the people who planned, developed, and labored over those features and their support.

Called MARK III *PLUS* because they add such a significant new dimension to our Service, the five new features are these:

- FORTRAN 77
- DMS II



DMS II, a standard setter for management systems, goes to the marketplace supported by efforts of Rockville's Bob Loew, Fred Wood, Wellington Pitts, Steve Mudrick, Ernie Zavisca, Roy Gamer, and Gerry Paulsen.



Annual Program Maintenance is a new approach to serving customers. Olan Jones, CAO Project Control Specialist, displays a copy of the new Agreement which he almost single-handedly steered through many weeks of planning and development.



DEM is one of the lowest priced, "rock-bottom" computing connect-hour charges around today. Data Entry Mode team members include Charles Dickman (front), Jim O'Sullivan, Curtis Jones, and Larry Rollins (center), and Carroll Roach (back).

- JOBS
- Data Entry Mode
- Annual Program Maintenance

The new features did not happen by themselves, of course. They are the product, by many of our co-workers, of hard work, long hours, and pride in quality MARK III Service.

Here are some of the people who made MARK III *PLUS* happen.



In Nashville, other DMS II team members display part of the massive amount of specs and technical documentation that got the new system underway. Steadying the stack is Bob Miller, flanked by Hal Moore, Bill Wright, and (seated) Bob Rittenberry.



JOBS takes the sting out of effectively scheduling complex, interrelated programming systems, thanks to Hersh Cousin, Morry Pike, Lee Shaffer, and Paul Lebowitz. Other JOBS contributors include Don Montgomery, Angel Ferrer, Joe Grzegorzevski, Steve Mudrick, Bob Nelson, Zahir Usmani, Harold Waddles, and Jon Weston.



FORTRAN 77 is the first on the market to meet and exceed the stringent new ANSI standards. The GE team that "built" it includes Jackie Lou, Pete Manzo, Craig Saunders, Greg Cook (standing), and Becky Hightower.

MARK III PLUS NEWS IN COMPUTER PUBLICATIONS

The news of MARK III *PLUS* features and service enhancements has already reached more than 400,000 people. In addition to customer announcements, made in person or by letter in late March and early April, major trade publications are printing the news. Here are the first clips. More stories should appear as other magazines and newsletters go to press.

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April 25, 1977

COMPUTERWORLD

Fortran 77 Tops GE Net Enhancements

ROCKVILLE, Md. — Three products and a pair of service enhancements now available on the General Electric (GE) Mark III remote-computing network are said to provide such an improvement of support that GE refers to their capabilities as Mark III Plus.

The products are Fortran 77, which is said to meet all and to exceed many of the newly proposed American National Standard Fortran specifications; DMS II, an enhanced data base management system and report generation system; and Jobs, a master scheduler of large, production-oriented software systems.

The service

data entry facility called Data Entry Mode and an annual program maintenance service plan, GE said.

Fortran 77 offers structured programming constructs, streamlined data base interfaces, a unique interrupt-handling capability and "other time- and cost-saving options," a spokesman claimed.

French and German

The ability of DMS II to initiate instructions in French as well as English is said to be "extensive." Formatted and tabulated output can be generated in either English or German as well as in French. Also, the data base manager has been renamed DMS 2, because of enhanced formatting and tabulating controls added to it, a spokesman said.

In addition to scheduling large projects, Jobs is said to automate procedures and use a "modular, standardized" approach that can conserve administrative time and costs. Jobs was described as suitable for any large system application, "in particular running several time zones." No claim was made that Jobs would be as comprehensive as the new Data Entry Mode.

GE Upgrades Mark 3 Remote Svc.

ROCKVILLE, Md. — General Electric has added a new Fortran compiler, an enhanced data base manager, and a job scheduler to its Mark 3 remote computing service. A data entry mode, said to provide lower-cost on-line data entry, and an annual program maintenance service were also introduced.

The new Fortran compiler, which can receive through an interactive terminal up to eight financial reports on any one of about 3,000 companies. It uses a data base maintained by Investor's Management Sciences & Planning.

Electronic News

GE ANNOUNCES NEW PRODUCTS AND SERVICES

Three product releases and two service enhancements referred to as Mark III Plus have been announced by General Electric's Information Services Division. The new products and services are said by a man to provide a new level of value and performance for the Mark III Remote Computer system, the international computer boosting.

EDP Weekly

FROM WASHINGTON, D.C.
The Leading Weekly Computer News Summary
7620 LITTLE RIVER TURNPIKE, ANNANDALE, VA. 22003 • PHONE (703) 354-9400 • TWX 710-831-0032 • TELEX 64533
Vol. 17 No. 51
April 11, 1977

Data Entry Mode, designed to require long periods of on-line data entry, is said to function at considerably less cost than was previously possible with 110-300 baud and 1,200 baud metro access service.

The Annual Program Maintenance Service plan provides for a fixed level of on-call programming support for the maintenance and enhancement of customer programs developed by GE's Custom

range of file types, GE said. DMS II interfaces with other GE plotting and financial analysis software.

In addition to scheduling large projects, Jobs is said to automate procedures and use a "modular, standardized" approach that can conserve administrative time and costs. Jobs was described as suitable for any large system application, "in particular running several time zones." No claim was made that Jobs would be as comprehensive as the new Data Entry Mode.

SOFTWARE DIGEST

MAR 31 1977

- **DMS II:** This next generation of GE's data-base management system incorporates recommendations made by many of the more than 2,000 users of GE's DMS package. GE says its modular design and easy-to-use conversational commands give users the ability to generate database systems and report or modify that data in ways not previously feasible. For instance, Fortran 77 generated code can be saved according to the user's unique requirements and can be processed on a single system, saving time and costs. DMS

ISSN 0012-7558

PLOT II AVAILABLE

PLOT II has successfully completed its field test run and is currently available for customer use on all Foreground systems.

This improved plotting package incorporates many of the features requested by customers and Field Sales people in the past. It also includes the addition of several new plotters and terminals to the list of compatible hardware and the addition of several new plot types.

Customers can start using PLOT II immediately by referencing the simple instructions in user guide no. 511.02.

SERVICE AWARDS MAY 1977

25 Years

Donald G. Bishop Rockville

15 Years

Marla Miller Watertown
John D.
Nilsson (Dex) Rockville
Joseph N. Snyder Rockville

10 Years

Robert O. Fohl Rockville
Ellen M. Hosker Miami
Louis J. Ciccone Philadelphia
Frederick W.
Howard Rockville

5 Years

Charles A.
Seibold III Miami
Joseph M. Malinak Rockville
Evelyn V. Battle Rockville
Calvin Andrews Kansas City

NEW PROGRAM HELPS CUSTOMERS CHECK CURRENT DOCUMENTATION

A new three-star library program is now available to MARK III Service users for determining the latest revision of any pertinent Information Services documentation.

The new program, CKDOC\$***, allows customers to check their documentation in one of three ways:

1. By preparing a file of publication numbers and revision letters for publications of interest, and having CKDOC\$ read the user's file and compare it to a master list, printing out differences. CKDOC\$ will tell whether there are later revisions or supplements.

2. By entering a single publication number and having CKDOC\$ tell whether there are later revisions or supplements.

3. By requesting all publication revisions for recent months, cumulative over the last month or up to six months ago.

The master list used for comparisons will be updated on all systems monthly, usually during the first week of the month.

The program is an excellent tool for account representatives. Numbers and revision letters of the publications that a customer needs should be entered into a file in the customer number. Monthly, the customer can run CKDOC\$ himself and determine what newly revised or issued documents he needs. He can then request them from his account rep or sales office in the usual manner.

The program has been field tested with success by representatives in four branches. It is documented in "Keeping Your Documentation Up to Date," publication 401.04, available via OLOS at no charge.

NEW EMPLOYEE DEVELOPMENT PROGRAM UNDERWAY WITH YEAR-LONG TRAINING SCHEDULE

A major new employee training program is in process for masters degree graduates in mathematics, computer sciences, engineering, and marketing. Program members combine on-the-job training with formal class sessions for a year, then assume professional positions throughout the Division.



Front row: Karen Hsing, Anne Belfort, Kaili Skolnik, Carlos Gomez, Gwendolyn Dunham, Kathy Anna, and Ann Gilbert. Back row: Joe Rockmore, Mike McDowell, Frank Chube, Bob Holder, Saeho Chang, Barry Tapscott, Kevin Boyne, and Victor Lee.

MAKE/BUY GAINS MOMENTUM, PRESENTS AWARDS

Three aggressive Field Sales people — Bob Lodie, District Manager in Los Angeles; Paul Heiner, Branch Manager in Schenectady; and Frank Moros, Account Rep in the New Jersey Branch — have scooped the rest of the Field Sales Force by walking off with the first three Make/Buy award citations.

One of the most unusual of our varied MARK III Service marketing programs, Make/Buy was planned and directed by Dave Cernal and supported by Jim Nelson. (Dave has since taken on new responsibilities as Manager — Sales Planning and Support.)

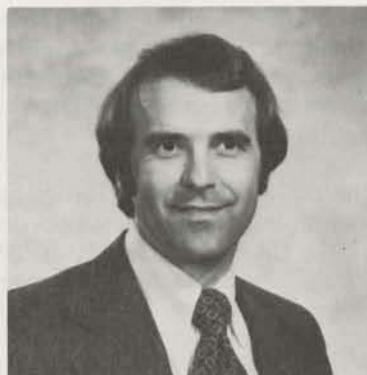
"The whole object of our Make/Buy strategy," comments Dave, "is to come up with an innovative and effective way to deal with one of the most difficult of competitors — the in-house computing equipment of our own customers. Bob, Paul, and Frank have made extraordinary strides in stopping this type of revenue erosion."

Designed to convince customers that it is a wiser business decision to continue buying data processing service from us rather than trying to create ("make") an in-house system of their own, the Make/Buy strategy is now beginning to catch hold.

Because it is a first-of-its-kind program, Make/Buy has stimulated many questions. Following are some of Dave's answers.

How Widespread Is The Make/Buy Arena?

"Opportunities are everywhere. Many customers are seriously considering cutting back on services and, instead, investing in big sophisticated systems of their own. We want to convince them that a more cost-effective way to get results continues to be MARK III Service."



Bob Lodie



Paul Heiner



Frank Moros

Make/Buy Sounds A Lot Like Remote Facilities Management. What's The Difference?

"Primarily, it's a difference of degree. If the customer is considering additional hardware to replace some or all of his MARK III Service usage, it's a Make/Buy challenge. However, if the equipment is intended to provide better in-house system utilization or to lower the unit cost of in-house computing, then it's an RFM opportunity."

How Serious Is The Hardware Threat?

"Plenty serious. Every year we lose a substantial amount of business when customers buy equipment. We also lose the value of new applications that are implemented in-house, which can run to as much as three times the value of the actual revenue loss."

How Can We Meet This Threat?

"Education is one way. We have to educate our customers in cost trade-offs that they may not have fully considered. To help our Field Sales people do this, we've prepared a comprehensive manual called *The Make/Buy Question*."

Does Make/Buy Strategy Really Work?

"You bet it does! Frank Moros, Paul Heiner and Bob Lodie can testify to that. And there are many more Field people using that strategy, right now, to change problem accounts into bigger users by helping customers explore the full ramifications of Make/Buy as it relates to their information processing needs."

How Much HQ Support Is Available?

"Sales tools and training are already on deck. Additional personal support is also available. Simply dial Jim Nelson on 8*273-4360."

BOB HUBER HITS HOLE-IN-ONE

GE golfers shared the delight of Bob Huber recently when he hit a hole-in-one on hole 17 at the Redgate Golf Course using a 3 wood. When not golfing, Bob is Manager of Forecasting, Analysis and Measurements in Sales Support.

ISBD BASKETBALL TEAM TAKES CHAMPIONSHIP

Once again, GE ISBD's basketball team has taken the championship in the Rockville Businessmen's League. The 1976-1977 "A" division pennant is their second championship in a row in the team's short three-year history with the league.



ISBD Basketball Hot-Shots: (front) Joe Martin 6' and Larry Jenkins 6'4"; (center) Leroy Parker 6', Jerry Demerly 6', Charles Reed 5'11", and George Cooper 6'; (back) Roger Hobbs 6'3", Chuck Washington 6'6", Nat Hopkins 6'5", and Conrad Persels 6'1".

The team lost only two games all season (by a combined total of three points). ISBD averaged 55 points per game over the entire season, compared with an average of 34 points by their respective opponents.

The ISBD team established supremacy over their nearest division opponent, H.E.W., through a crushing late-season victory and by trouncing them in the final tournament game 53 to 37 (without ISBD's starting center).

Eight players returned from last year, contributing to the team's strength and depth. Also, according to player-coach George Cooper, fan support this year was encouraging, especially during the tournament.

IBM DOCUMENTS NOW AVAILABLE VIA OLOS

Over 50 IBM documents are being stocked in the Document Center and may be ordered like other publications via the On-Line Ordering System.

Included are system and language documents, and those supporting ASTAP, CAPOSS, CSMP, GPSS, MPSX, Project Management System IV, Vehicle Scheduling.

The documents are stocked in small quantities, like many of those supporting GCOS Background. Each order will be reviewed by Documentation personnel in an effort to minimize unnecessary orders.

Just published is a new edition of the pocket booklet, Guide to Background Documentation. It lists all the IBM documents, and their corresponding GE publication numbers and revision letters. The guide explains which are essential, which may not be required, and how to get started, and lists related catalogs.

The IBM publications are also listed in the new Publications Price List, Revision K (prices effective April 29).

Those familiar with OLOS and its stock file, STOCK*, may obtain a list of VS publications, short titles, stock quantities, and prices by using the LOCATE command on the letters VS.

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NEW STAT PACKAGES ON VS BACKGROUND

Two statistical packages of international reputation are now available on MARK III VS Background Service. They are the UCLA Biomedical Statistical Programs BMD and BMD/P, and the Statistical Program for the Social Sciences: SPSS.

SPSS allows a broad variety of statistical functions to be performed during a single pass through the database. Users may elect to build their own statistics subroutines and call them from within SPSS. In addition, features are included to facilitate several data management tasks. Over 1,000 copies of SPSS are in use through the world at universities and research firms.

SPSS is available as a Class B product. It is documented by McGraw-Hill.

BMD and BMD/P contain over 80 separate statistical programs. They are Class C products.

PIC CAREERS

Continued from page 1

2. Employees nominate themselves for open positions by completing the PIC application form and submitting it to Employee Relations, Rockville, or to Relations Managers/Representatives in the Field.

3. All nominees (and other qualified people) are considered for the position. Those selected for the candidates slate are individually interviewed by the hiring manager. People who do not make the candidates slate are personally informed of the action. The time cycle between job interview and selection varies, but typically takes two-three weeks.

Employees with questions about PIC can contact Employee and Community Relations personnel in Headquarters or the Field.