

S225 Prod. Planning Dept Meeting;

Renee Rind, Jim Wick.

World Trade Corp.

→ 1 billion points in 1964 in World Trade.

5 year plan.

Differences in World Trade. (75% is in Europe)

(1) level of depletable costs.

clerk salary: costs in England \$80-90 per mo.

Holland \$90-100.

France - Guy \$120.

Sweden, Suintz. \$150.

particularly true in banking - terminal equipment, etc.

have lead to:

405	}	up to 450 points
402 - 420		
407		500 to 650
		800

introduced → World Trade → 424

Drop punch: cheaper models (#151)

a 421 built up to 407 capacity is \$790. a 40

but usual model is \$500.

(2) Demand of customers are different: - need less

(3) Systems are different.

eg. - Banking - low quality paper - checks not returned

- few small banks, 5 large banks in France, - branches.

- centralized accounting.

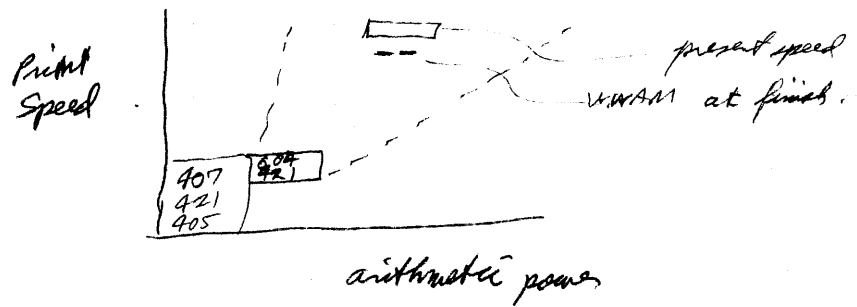
P.T.T. (Poste Tely. Telephone) - all nationalized, - has banking system des.

in Holland PTT 300,000 accounts moved per day.  
 Post Check 750,000 transactions " " "  
 750,000 lines to print  
 250,000 envelopes,

1,500,000 accounts in France,

hard to mechanize - cheap now, -  $\phi$  been studied for years,  
 input isn't solved - handwritten, would need 300 typewriters  
 £50 per mo rental would be required (net £200)

W.W.A.M. World Wide Accounting Machine, (now dead)



Problem: Acc. Machine at 300 lpm

competition: BULL Cu all machines less than \$1,000,  
 - aiming at small customers,

eg acct. machine { 84 add-only positions  
 92 print pos.  
 170 lpm  
 \$240 rent.

for gamma 60 { 300 lpm  
 170 print pos.  
 24 special char.  
 automatic stepping  
 \$900,

7090 -  $\phi$  in power

Sames-Powers British Tab. Machine

Samastronic; 300 lpm

~ £1150

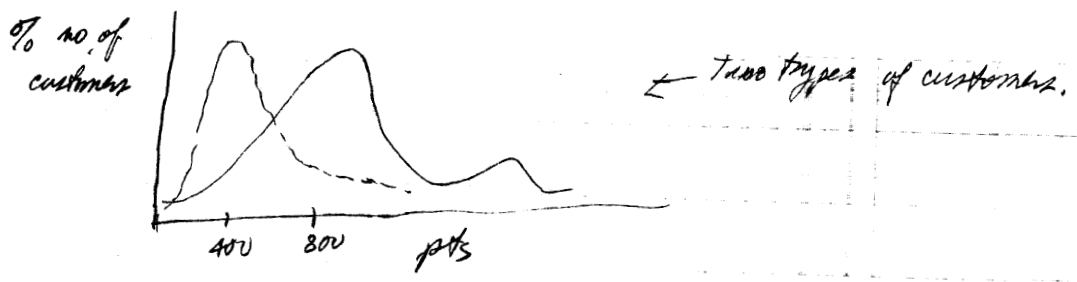
cost 1000, each is £250. in Europe.

also quality just as good.

No mechanical devices in Seye plan - -

- interpreter, etc

1200 points is average. full distribution - one is really ~ 400-800,



One value of acct. machine point value	Country	Value	Percentage
	Belgium	£409.	25%
	France	582.	24%
	Germany	557.	34%
	Italy	468.	9%
	Holland	363.	4%
	Sweden	434.	5%
	Switz.	408	2%
	U.K.	577.	5%

Ball 30% IBM 65% Service 5%

Ball has gone up 60% in Italy.

← growing rapidly. (only 5 yrs. old)

90% of Europe.

in US 460

Prod. Pl. & Mkt Research: G, Farr + 3 people in N.York.

Canada	Latin America	Asia-Pacific	Eurozone
0.5	committee	-	2 people

B	F	D	NC	I	S	CH	GB
$\frac{1}{2}$	$\frac{1}{2}$	1	23	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{1}{2}$	0.1
							$\frac{1}{2}$

all different economies.

belong to common mkt. - uniform duties & same prices. not.

France has import restrictions.

mult. analysis in hand. - all different economies.

France - internal mkt is good - export prices are too high. - cannot last.

potential for large-scale equipment.

forecast 450 units of 7070's in 5 years original estimate

7070 cd 65

tape 122

Ramae 83

270

not incl 310, 7070x

14 in 1st month.

705	1
704	3
709	10
STREITCH	8
650	350