MARK 3000™ SERVICE
on your mark

PRODUCTION   DEVELOPMENT

INFORMATION

FLASH BULLETIN

MARK 3000 is on an 18%V for 1984 (growth over '83) with major hits such as CACHA, GE/EDI and Phoenix Companies scheduled for high volume production in 1985.

This outstanding revenue growth is being accomplished today while MARK 3000 activities worldwide only utilize 2% of the company's expenses.

PRODUCT SPOTLIGHT

Accolade—A Superior Development Tool

MARK 3000 Service will enhance its productivity tool offerings with the commercial release in September of ACCOLADE, a software product and trademark of Multiplications, Inc. ACCOLADE is a menu-driven, CICS application generator product that dramatically improves a programmer's efficiency by 300 to 400%.

ACCOLADE offers a full range of capabilities for designing and developing on-line Cobol applications under CICS, as well as implementing these applications in a production environment. The software provides exceptional flexibility and substantial time savings for developing on-line complex applications.

The Market

ACCOLADE is an excellent tool for internal use by our Professional Services consultants. In a recent agreement with Enichimica (described in the Sales Success Section), Professional Services in Italy used ACCOLADE in a beta test to develop and implement a time critical on-line production application. ACCOLADE is targeted primarily for GEIS system designers; however, it is also attractive to clients with internal requirements for Professional Services capabilities, such as management consultant firms, and clients with conflicts between development and prime time requirements.

Key Features

ACCOLADE features a top down modular methodology which takes a programmer through all phases of development from requirements analysis to debugging and maintenance in a design controlled manner. Two key elements are its screen generation capability, which simplifies the process of designing screens, and its ability to automatically generate Cobol source code. Approximately 80% of the required code for source programs can be generated with ACCOLADE.

In addition to time and cost savings, ACCOLADE contributes to programmer productivity by eliminating a need for detailed CICS product knowledge. This enables junior Cobol programmers to get up to speed quickly. Productivity gains can be enhanced through prototyping, since ACCOLADE permits a design walkthrough before programming begins.

Support

A seminar featuring a technical overview and demonstration of ACCOLADE is offered by MARK 3000 Marketing. The workshop is geared to Professional Services staff. ACCOLADE seminars have been held in several cities to date, with future seminars planned for the Southwest and Western regions.

Beth Jacobs (301-340-4495; QC:BETH) is the Product Manager for ACCOLADE. Please contact her if you are interested in scheduling or attending a seminar. In Europe, Geoff Wiggin (011-441-549-8951; QC:WIGG), International Professional Services Manager, is an additional resource person to contact for ACCOLADE product support for multinational clients.

In addition to the seminar, an overview of ACCOLADE will be available in a computer-based training (CBT) course to be released 3rd quarter. A product profile on ACCOLADE is available through OLOS (#2054.00).

DBMS/FOCUS

The MARK 3000 Service offers a range of powerful and flexible Data Base Management System Software (DBMS). A DBMS is designed to organize large amounts of information, and offers these facilities and benefits:

Feature	Benefit
Ability to keep data structures and relationships separate from physical storage.	Allows for more efficiency in storage and processing, resulting in lower costs for clients.
Ability to make data definitions independent of programs.	Provides for a broader use of data and reduces program maintenance expense for clients.
Ability to allow for selection and reporting of data.	Integrated DBMS provides more flexibility for using information.
Ability to define and load new data into storage.	Allows information to change and grow as business environment requires.

MARK 3000 offers five key DBMS software, as shown:

Name	Market Size (IBM mainframes with DBMS)
IMS	60%
IDMS	10%
SYSTEM 2000	1%
FOCUS	N/A
MIMS	N/A

With these DBMS tools, MARK 3000 Service is compatible with a large portion of the IBM mainframe world and can be highly responsive to client requirements. FOCUS, the highly-rated English language DBMS will be highlighted in this issue.

FOCUS

FOCUS runs on MARK 3000 MVS, and is available on request for the VM system in field test. A new enhancement—Simultaneous User option (discussed below)—is included in the offering. A micro version of FOCUS (PC/FOCUS) is planned for support in the late 3rd quarter.

Features—FOCUS is a powerful yet easy to use database management system and application development tool. It provides an integrated system for data storage and analysis, including reporting, queries, financial modeling and statistical analysis. The key to its integration is its non-procedural (English language) structure. With this, users can generate reports and develop entire applications in a fraction of the time conventional programming languages would require. Operating in either batch or interactive mode, FOCUS gives users ready access to data whether the data resides in FOCUS or external files.

Market—FOCUS on MARK 3000 Service offers a responsive data management system for end user computing needs and a transportable application building tool. FOCUS is well suited for applications which need a flexible, high level language for reporting systems. When a client needs an application developed quickly and the functional specifications are changing, FOCUS offers an excellent prototyping tool. FOCUS can also handle large databases designed primarily for reporting. For applications which require extensive on-line updating, IMS or IDMS would be better tools than FOCUS. When the situation calls for an integrated PC and mainframe environment, PC/FOCUS and FOCUS on MARK 3000 can be used. PAC-TEL Communications Systems is a major client using FOCUS on MARK 3000 Service. Its use of FOCUS is discussed in the Sales Section.

Simultaneous User Option (FOCUS SU)—FOCUS SU allows two or more users to both read and modify the same FOCUS database concurrently. Prior to this option, multiple users could only read from the same database.

PC/FOCUS—PC/FOCUS brings the function and capabilities inherent in mainframe FOCUS to the microcomputer. GEIS will offer PC/FOCUS on the IBM PC on a license basis.

PC/FOCUS will be an important part of MARK 3000's micro to mainframe offerings. As part of a distributed processing environment, PC/FOCUS permits file transfers between the PC and mainframe in either asynchronous or 3270 synchronous mode. Files can be extracted from the mainframe, integrated with other databases, and uploaded to the host. In a multi-level information system environment, clients can increase their computing flexibility by using PC/FOCUS with MARK 3000's host based FOCUS.

A special feature of PC/FOCUS is its window-driven capability (Table Talk) which allow a user to make requests without keyboard typing.

Support—Product support for FOCUS includes a range of consulting and training programs tailored for both clients and in-house needs.

An important resource in GEIS for pre-sales support and database design strategies is Gerry Ryan (201-368-2000; QC:GRYAN) in Technical Sales Suport. For major database opportunities on MARK 3000, Gerry is available upon request to work with marketing representatives and Professional Services in determining the most efficient database system for the client.

A computer-based training course covering the basics of FOCUS is available through GEIS Training. GEIS maintains an excellent working relationship with the software vendor. Our training staff can arrange for both in-house and client sponsored advanced training and specialized FOCUS consulting on a contract basis. (See Rochelle Cohen, 301-340-5172; QC:RCOHEN). MARK 3000 Training also maintains information on other database design courses offered by consultants.

The Product Manager for FOCUS is Diane Katzaman (301-340-3603; QC:KATZ).

SALES SUCCESS

The applications of two clients, Enichimica and PAC-TEL, featured in this section highlight the on-line Production processing capability of MARK 3000 Service. A core strength of MARK 3000, this capability is oriented towards complex, interactive applications with network requirements. Our worldwide connectivity and expertise in telecommunications, including transaction processing and database management systems, are key elements of the Production environment. Productivity tools, such as Accolade, are important to successful implementation.

The attached diagram illustrates MARK 3000's strategic direction vis a vis on-line Production processing.

Enichimica

Recently GEIS won a major agreement with Enichimica, a large conglomerate in Italy, for a full screen Treasury System application. This large production application consists of 5 modules including international money management and short-term borrowing consolidation. More than 10 divisions of the company are or will soon use all components of the application, and all divisions of the company (35+) plan to use the short-term borrowing system.

Crucial to GEIS' delivery of this on-line Production application was the use of Accolade in beta test by Professional Services in Italy. Enichimica had two requirements for system design: IBM compatibility, chiefly MVS, CICS transaction processing, and DL/1; and delivery of a major portion of the system within a 4-month time frame. According to Pervinca Brambilla Pisoni, Marketing Representative, the limited time and shortage of skilled resources with the required combination of IBM software skills mandated the use of a productivity tool. Professional Services selected Accolade because of its ease of use and extensive code generation capabilities.

The system designers involved in the project were given 2 weeks of training in Accolade. In addition, David Levine, the European representative of the software vendor Multiplications, maintained close contact throughout the project. Accolade's powerful capabilities and menu-driven format enabled Professional Service to compress development time and meet Enichimica's rigid time schedule. The short-term borrowing subsystem was completed in 7 weeks—a remarkable feat.

When the Treasury System is fully implemented, more than 100 3270-type terminals and associated printers will be connected from different points in Italy to a communications processor in Milan and the data transmitted via 3270 Network Access to Rockville.

The system has received high marks and other projects using the same techniques have begun.

In addition to Pervinca, other key players involved in the Enichimica agreement are Carlo Sironi, Country Manager, and A. Trombini, Professional Services Manager in Italy.

The Enichimica's application illustrates MARK 3000 Service strengths in solving complex information problems requiring:

- timely consolidation of data from dispersed locations,
- easy access for large number of users, and
- quick development of sophisticated applications

PACTEL Communications Systems

A large on-line production client of MARK 3000 Service is PACTEL Communications Systems, a subsidiary of Pacific Telesis Group. In January, 1984, when PACTEL began operations as a start-up company (following the divestiture of AT&T), GEIS had ready a full scale information system to handle order service for the new company. This was an aggressive undertaking for the system was developed and tested in essentially a 3 month time frame.

To meet PACTEL's requirement for an integrated order/distribution system, GEIS offered a full service solution incorporating software customization and development with 2 key packages: DISPATCH 3000 and FOCUS DBMS. DISPATCH 3000, which runs on our IBM based service, is a distribution management software package which integrates inventory, order processing, purchasing, and financial accounting. It is designed to perform well in complex on-line production environments. At PACTEL, it is part of a total system of five information systems that work together. GEIS Professional Services built a database application with FOCUS to collect additional market information and track installation orders for on-line use. As a prototyping tool, FOCUS is flexible and responsive to changing definition of needs at PACTEL.

PACTEL is using DISPATCH 3000 under VSS, a fixed rate/price contract on MARK 3000 Service. Four locations are involved, with several JES workstations and over 100 3270 type terminals for on-line access. Recently, on-line access was expanded considerably with the addition of 200 CRT's from Data General. The application is large, with monthly revenue including Professional Services fees averaging about $250K.

GEIS had many challenges to handle in implementing this large scale appication., In addition to meeting a time-critical deadline, there were several "firsts" or pioneering efforts involved. PACTEL received the first client installation of the DISPATCH 3000 package and also was a field test site for implementation of FOCUS SU.
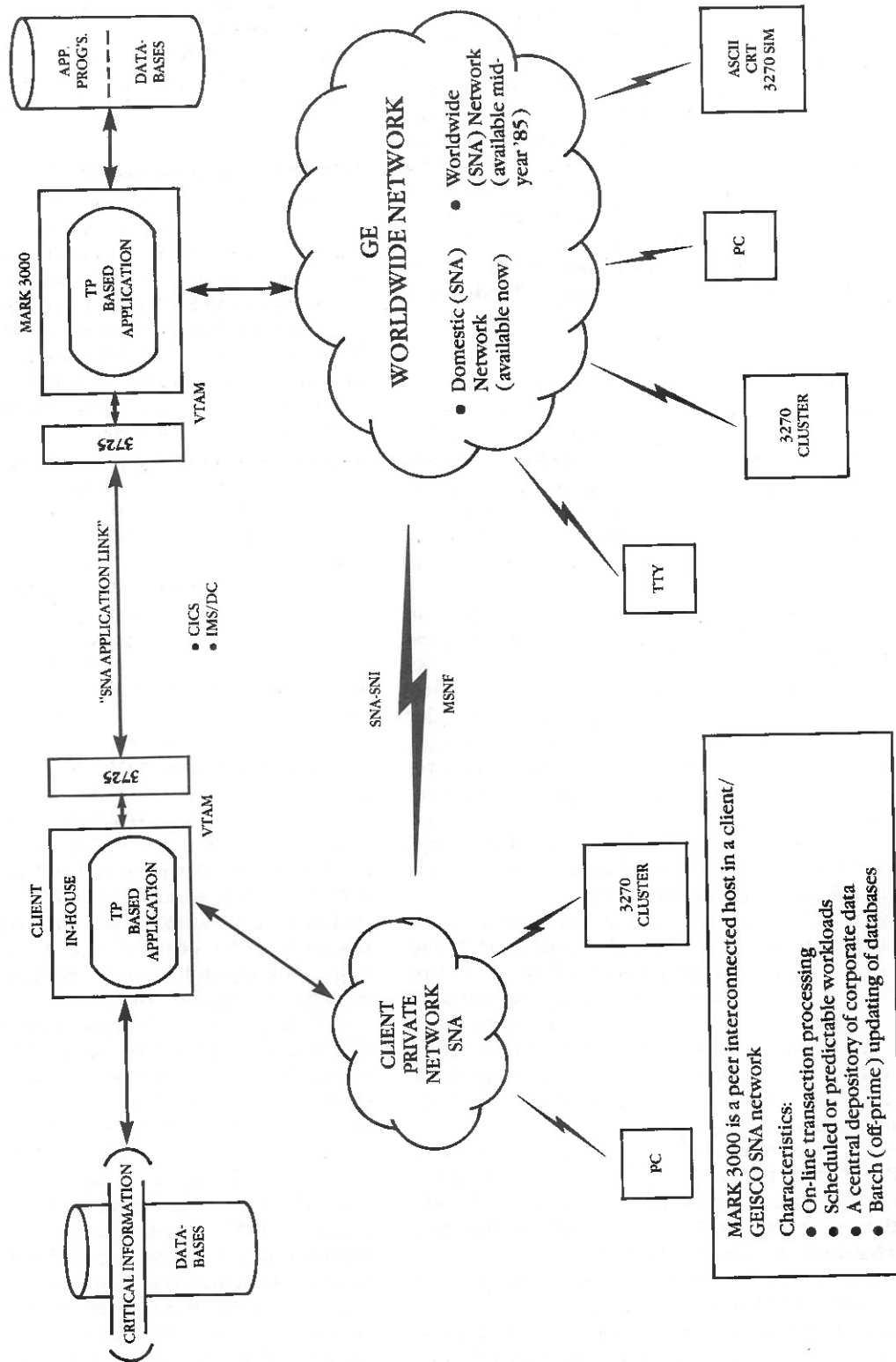
The sales strategy, according to Sandra Foglia, National Accounts Senior Marketing Representative, was an emphasis on IBM compatibility. GEIS' full service vendor approach proved attractive to PACTEL as the company could evaluate needs on our services, maintain compatibility with IBM, and convert to in-house later. Critical factors in winning this agreement were GEIS' commitment and ability to amass resources to deliver quickly, and the superior features of the order service software.

ON-LINE PRODUCTION PROCESSING
STRATEGIC DIRECTION

APP. PROG'S. / DATA-BASES

MARK 3000

TP BASED APPLICATION

VTAM

3725

"SNA APPLICATION LINK"

- CICS
- IMS/DC

3725

VTAM

CLIENT

IN-HOUSE

TP BASED APPLICATION

CRITICAL INFORMATION / DATA-BASES

GE WORLDWIDE NETWORK

- Domestic (SNA) Network (available now)
- Worldwide (SNA) Network (available mid-year '85)

ASCII CRT 3270 SIM

PC

3270 CLUSTER

TTY

SNA-SNI

MSNF

CLIENT PRIVATE NETWORK SNA

3270 CLUSTER

PC

MARK 3000 is a peer interconnected host in a client/ GEISCO SNA network

Characteristics:
- On-line transaction processing
- Scheduled or predictable workloads
- A central depository of corporate data
- Batch (off-prime) updating of databases

A telling statement on GEIS' impressive capabilities in handling large scale production processing applications is that no other vendor was bold enough to bid the entire system for PACTEL.

GEIS' success in the PACTEL agreement resulted from exceptional team work. Sandra Foglia did an outstanding job in understanding the client's needs, and Phil Fabrizio, MARK 3000 Marketing, was a key peson in coordinating resources at the headquarters level. As part of the contract, a dedicated office was established at the company, with Mary Ingalls as Technical Director.

PACTEL's application is a superior fit with MARK 3000 multi-dimensional service of on-line transaction processing for complex applications, software customization and development, and extensive client support.

NEW RELEASES   AVAILABLE DATE

VSS Enhancements   Phase I & II—3Q

Several strong improvements have been made to VSS, Virtual System Service, the fixed volume/price processing option on MARK 3000 Service. Phase I and II features will be released 3rd quarter; Phase III and IV features are scheduled for release 4th quarter.

Phase I and II VSS enhancements include the following:

- **Dual domain implementation**—Divides a client's virtual system into two work groupings: 1) high priority (predominately interactive), and 2) low priority (primarily batch). This allows VSS to isolate batch jobs from interactive activity and reduces the adverse effect on interactive response time that concurrent batch produced previously. With this feature, smaller VSS contracts are more viable which will encourage additional sales opportunities
- **VSS TSO Command**—Options under this command provide added information, including consumption rates by job or session.
- **Foreign Processor Access Restrictions**—Security is improved to prevent a VSS user from logging on to a foreign processor (a processor for which his virtual system is not defined) unless specific authorization has been requested.
- **Execution Priorities**—A fourth execution priority, Maximum, allows a VSS user to specify a single "most favored" job. This provides a top priority for key applications while allowing other priority multi-user jobs to run in a high performance group.

System 2000 DBMS—Version 11   July

The Relational Data Base Access (RDBA) is the major new capability on Version 11 of Intel's System 2000. RDBA supports relational access capabilities of System 2000 for the end user. The benefits include English language access to multiple databases, database modeling and prototyping, and decision assist for what-if databases. RDBA is also helpful in the creation of flat files for input into various application packages.

Full Screen Logon   August

GEIS implemented the TSO/E (Time Sharing Option, Exended) Full Screen Logon feature for 3270 and SIM3270 users. This allows clients to take advantage of the full screen capabilities of 3270 type terminals. It also provides help information for Logon, and better recovery and prompting from user input errors. For more information, enter NEWS K (LOG3270) after signing on to MARK 3000 Service.

IMS/DC   Field Test—July
Commercial Release—4th Qtr.

The integrated data communications (DC) option of the IMS Database System from IBM is in field test on MARK 3000 Service, and will be released commercially in the 4th quarter. Known also as a teleprocessing (TP) monitor, the IMS/DC essentially handles only IMS databases. Its performance is more fully integrated with the operating system than other TP monitors. It offers a high degree of security to clients with IMS Database applications.

Applications can be developed using COBOL, PL/1, Assembler language, or IMS/DC's own development language, Application Development Facility (ADF), and development tools. With the Batch Terminal Simulator (BTS) development tool, applications can be tested either in batch or under TSO. Since a large proportion of testing can be done off-line, the chance of bringing down a test region is minimized. IMS/DC also provides a Data Dictionary.

IMS/DC consumes a large amount of system resources, and will be offered only in a **shared environment**. This imposes certain restrictions such as naming conventions. GEIS will maintain control of the IMS/DC regions. Close coordination between GEIS and the client is important to insure that an IMS Database application with the DC option is properly implemented. VSS cannot be used with IMS/DC.

The first field test client using IMS/DC on MARK 3000 Service is a major aerospace company. The company is using an IMS Database manufacturing application to track parts through assembly for a remote plant. Targeted companies for the IMS/DC service are companies with a need to support IMS Database applications in multiple locations.

PC/FOCUS   3rd Quarter

FOCUS (SU)   July

ACCOLADE   3rd Quarter

ARTEMIS   June

GEIS recently announced the commercial availability of ARTEMIS on MARK 3000 Service.

ARTEMIS is an integrated, relational Data Management System for project management and control. The software includes inquiry capability, data processing language, report writer, routines for project management calculations, such as time analysis and resource constrained scheduling, and graphics.

The software vendor has over 500 ARTEMIS stand-alone installations worldwide on an HP mini within the engineering and construction, aerospace, oil and gas utility, and manufacturing industries. The vendor developed an IBM version to enable its multi-site users to share information between sites and systems more effectively. GEIS is in an advantageous position to provide this communications link.

Contact Carrie York, Marketing Representative in Houston (713-877-8387; QC:ARTEMIS), for additional information. A Product Profile is available through OLOS, #6260.00.

Two new DY28 files are now available that provide 3270 information for Field Sales:

"BSCPRICE"—a 1 page price sheet on 3270 BSC Network Access to MARK 3000 Service. Available through OLOS—(2060.28)

"BSCDNAS"—a 3-page contract required for executing 3270 BSC Dedicated Network Access to MARK 3000 Service. Available through OLOS—(2060.29)

TRAINING

CBT—A Great Success!

Are you finding it difficult to find the time to take the courses you need to improve your MARK 3000 skills? Are there courses that you need, but are not scheduled when or where you want them? Many GEIS employees have solved these and similar problems by computer-based training (CBT).

CBT is a fully interactive mode of training using IBM's Interactive Instructional System (IIS) on MARK 3000. You are presented with a screen of information and asked questions about it. The program's responses are dependent upon your answers. You can even ask for a hint if you do not know the answer.

You can take the CBT courses at your own pace, and whenever it fits yor schedule—at lunch time, during the evening, or when you have a few moments to spare.

For students who have never taken a CBT course before there is a short course on how to effectively use this form of training. Although some of the courses can be taken from a TTY style terminal, many of them require the full-screen capability of an IBM 3270 terminal. Many students use the SIM3270 product to simulate 3270 access. This is covered in a CBT course.

Currently, MARK 3000 Service has 27 courses available on CBT. The courses are from IBM, outside vendors or are written by a staff of CBT specialists managed by Bill DeLeo in GEIS' Educational Services. Time requirements for the courses range from approximately 45 minutes for the Overview of MARK 3000 Service to nearly 24 hours for PL/I Programming. A complete list of available courses follows this article.

The most recent additions to the CBT curriculum are the IBM Hardware and Software Course, and the IBM Communications Concepts Course (discussed below). A PC Connection course which describes several options available for accessing MARK 3000 Service via an IBM PC is in development and scheduled for release 3rd quarter.

The CBT Handbook contains an up-to-date list of all CBT courses, along with complete course descriptions. The on-line handbook also tells how to register for a course, who to contact with questions, and other valuable information. To obtain a copy of the handbook, sign on to any MARK 3000 user number and type in the following in TSO:

EX 'SYS8.COURSE.CLIST(CBT)'

If you have questions after reading the handbook, call Dave Ferguson, CBT Specialist (8*273-5400) or Bill DeLeo, Manager, MARK 3000 CBT Development (8*273-5387).

Is CBT effective for learning? A survey of students who have taken the courses provides a resounding "YES." This is further substantiated by the steadily increasing usge of CBT. At mid-year, there had been 1,157 registrations, 69% of which were students registering for additional courses.

CBT COURSES

- Intro to IIS
- IIS Authoring Course
- IBM Hardware & Software
- IBM Communications Concepts
- Overview of MARK 3000 Service
- MARK 3000 3270 Dedicated Access Service
- The PC Connection—(In development)
- ASCII 3270
- COBOL Interactive Debug
- DL/I Basic Programming
- DL/I Advanced Programming
- DMS/CICS Basic Application Programming
- VSAM and Access Method Services for Programmers
- Using the TRANSFER CLIST
- CICS Command Level Coding
- Using FOCUS
- Intro to TSO
- Basic OS/JCL for Programmers
- Problem Determination for MVS Operators
- MVS Operator Training: Controller JES2 to I/O Devices
- Learning to Program Using VS Fortran

- Using TSO Effectively
- CMS Fundamentals
- PL/I Programming
- ISPF for New Users
- VS BASIC Programming

New CBT Courses

Are you fluent in IBM-ese? Do you know the difference between a 3081 and a 3083? Why would a client want to move his data from a 3350 to a 3380 disk drive? What are the common DBMS's found on IBM systems? How does a client communicate with our IBM mainframes? How does our MARK 3000 Service compare with typical in-house installations? If you would like to be able to answer these and other IBM/MARK 3000 questions, the IBM Hardware & Software and IBM Communications Concepts CBT courses will be of interest to you.

The IBM Hardware & Software Course, written by an outside consultant, is designed to be taken by all GEIS employees. It will serve as the starting point for people just learning IBM terminology and will help to fill in gaps for more experienced employees. Since the course discusses the entire IBM world, it will enable Sales and Professional Services professionals to better understand the client's environment. The IBM hardware discussed ranges from the large 3084 mainframes to the popular IBM minis (Systems 34 and 38). The IBM PC, disk drives, tape drives and printers are also discussed. On the software side, operating systems such as MVS, DOS and VM are briefly described, as well as languages, utilities and IBM-based DBMS's and TP monitors.

The IBM Communications Concepts Course, written by GEIS, is tailored to our particular environment. This CBT course discusses the functions of the various hardware devices in an IBM network and the associated software. Topics presented include functions of the NIP, front-end processors, 3270's, VTAM, Network Control Program, SNA, SDLC, X.25 and host-to-host communications, to name just a few. Throughout, the capabilities and alternatives of MARK 3000 communications are presented. Students are encouraged to take the Communication Literacy and the IBM Hardware & Software Courses before starting this course.

The First MARK 3000 Sales Seminar

GEIS Educational Services Organization and MARK 3000 Marketing have developed a new MARK 3000 Sales class. The course will be pilot tested in Rockville on September 6th and 7th and will be taken to major cities starting in October.

Some of the major class modules include:
- MARK 3000 Hardware
- MARK 3000 Software
- MARK 3000 Communications

- Creative Selling
- Role of the Decision Maker
- Competition
- And others

The Sales Seminar offers a good opportunity to reinforce sales strategy for 1985. The 2-day class is structured to be highly interactive and will include presentations by the attendees. The principle theme used throughout the course will be how to, where to, and why to sell MARK 3000 Service.

There are **2 class prerequisites**, both of which are Computer Based Training (CBT) modules. The first covers IBM Hardware and Software (course code—"IBMHS") and takes between 8 to 12 hours to complete. The second, which covers IBM Communications (course code—"IBMCOM") takes between 6 to 8 hours to complete. Students must have completed both courses prior to the start of class, and entry testing will be conducted.

The course code for the Sales Seminar is "37VS250". Currently, classes are scheduled for Los Angeles on October 15 and 16 and San Francisco on October 17 and 18.

Questions may be directed to: Rochelle Cohen in Training (301-340-5712; QC:RCOHEN) or Larry Claussen in MARK 3000 Marketing (301-340-4519; QC:CLAUSSEN).

MEET YOUR MARK 3000 TEAM

Bill Marcy, MARK 3000 Technical Support
(301-340-4613; QC:MRCY)

Bill Marcy, responsible for MARK 3000 Technical Support, is a key participant in supporting major opportunities on MARK 3000. Bill handled pre-sales technical support for about 15% of all MARK 3000 closes in 1983. One of the several opportunities he has contributed to this year is Dyer, Wells and Associates, a large insurance claims processing application discussed in the June issue of the newsletter.

Providing technical support to MARK 3000 clients necessitates a good deal of travel for Bill, and he spends between 20 and 40% of his time "on the road." In March, Bill spent a month in Hong Kong working with the sales development staff calling on clients and prospects. Bill was selected as the technical support person for that trip because of his knowledge of Software International packages. During that trip, the group met with 15 companies, and also participated in some successful cold calls with prospects.

Bill has an in-depth knowledge of MARK 3000 Service and IBM data processing environments. He has been with GEIS for 11 years. Prior to joining GEIS, Bill held a variety of positions in the industrial-military complex, and has been in the "computer business" since 1955.

8

Bill likes the variety of work he finds in his job, and appreciates the need to be responsible to changing priorities. His daily schedule is seldom routine, except perhaps for his exercise routine which he steadfastly maintains when he is in Rockville.

Dan Lance, Client Services
(301-340-6545; QC:CICS)

Dan Lance, recently assigned as CICS Project Manager, oversees the CICS commercial environment and acts as the direct link between MARK 3000 CICS clients and GEIS.

He travels extensively to assist the sales organization in the direct consultation and training of clients on CICS. Early in the year, Dan spent a week in San Francisco to train Professional Services in CICS and was involved in the distribution management (DISPATCH 3000) application with PACTEL. He also worked with a large retail company who is currently in the development process with an order service application on MARK 3000, and has completed pre-sales direct client consulting with Arthur Anderson (AA).

Dan played a major role in the recent growth of CICS. He was heavily involved in developing major upgrades in CICS in order to make it compatible with the new MVS/XA operating system conversion. As Dan says, his job is to "make sure CICS is a solid, smooth running communication offering."

Dan enjoys his work and likes the fast-paced atmosphere in Client Services. He has been with GEIS for 2½ years. In his spare time, Dan enjoys golf when he can find time away from working on his new house.

MARTHA MOSTOVYCH, PRICING
(301-340-4531; QC:PRNG)

Senior specialist in Communications Pricing, Martha Mostovych has worked diligently toward a standardized pricing structure for network access on MARK 3000.

She is responsible for setting prices for network offering on the MARK 3000 Service lines on the retail level in the United States, and on the transfer level worldwide, and most recently was involved in the pricing of 3270 BSC Network Access Service on MARK 3000. She is currently chairing a Communications Pricing team that is exploring the need for and feasibility of establishing a uniform base of price structures and levels for network services that are common to more than one service line. A more consistent and uniform price structures for similar offerings across service lines will simplify efforts in the sales force, Major Opportunities, Pricing and Billing organizations.

Martha says that GEIS' offering of sophisticated global 3270 communications services has been a real challenge. She emphasizes that the company is committed to continue introducing state-of-the-art communications services in order to position itself successfully in the telecommunications industry.

Martha has been with GEIS for 6 years. She started in the field with the Government Sales District and moved to Pricing 2½ years ago. In her off-hours she enjoys traveling, hiking, and gourmet cooking. Recently, she has even found time to complete her MBA at George Washington University.

Documentation and Advertising professionals are key members of the MARK 3000 Team. Inadvertently, we omitted these groups from mention in the prior issue.

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Kathy Stevenson, Systems & Language Doc. Mgr.

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    QC: SUSAN

Staff: Lynn Rigby

Articles and suggestions are welcome.

INFORMATION SERVICES
General Electric Information Services Company, U.S.A.

MARK 3000™ SERVICE

ON YOUR MARK

PRODUCTION DEVELOPMENT

INFORMATION

COMMUNICATIONS—NEW CAPABILITIES

MARK 3000 is committed to expanding its capabilities in state-of-the-art communications. Extensive capabilities in host-to-host communications and network interconnection are currently in the implementation phase. In addition, flexibility in our SNA communication offering will increase through the placement of communication controllers in selected cities in the 4th quarter and in 1985.

Host-to-Host Communication

Several options in host interconnect permit client hosts to talk with MARK 3000 processors without modifying in-house software. Host-to-host communication is available on both a peer level and emulation mode.

On a peer level in which communication is between similar devices, MARK 3000 provides for batch transfer of data as well as interactive communication.

A recently acquired Bulk or Volume Data Transfer software program allows transmission of large data sets between hosts in an SNA network. Data is transferred directly from system to system without copying it to a JES or intermediate spool. A high speed batch transfer program, this software is the industry standard file transfer capability. It takes advantage of the error correction capabilities in SNA, and its efficiency features make it a good choice for large international applications. The Bulk or Volume Data Transfer program has several applications for MARK 3000 clients. With this software, for example, clients may transfer data bases from their Production Center on MARK 3000 to an in-house development or information facility. Files can also be extracted and transferred to MARK 3000 for back-up and disaster recovery. The Bulk Data Transfer capability will be commercialized 1Q85.

On an interactive level, the VM Pass-Through Facility allows VM users access to applications in another system via 3270 BSC. With the Pass-Through Facility, connection to any designated host supporting 3270 displays is permitted and multiple host connections are supported. ATT International has used successfully the VM Pass-Through Facility on MARK 3000 for two years. As part of a large worldwide financial system, VM Pass-Through enables approximately 50 3270 devices at the corporate office menu-driven access to either the in-house system or MARK 3000.

Software to permit interactive communication between an application on a client's host and an application on MARK 3000 is scheduled for release 1Q85. This capability is accomplished under VTAM/teleprocessing control, and includes CICS with Intersystem Connectivity and IMS/DC with Multi-system Coupling. By making the location of the application transparent to the user, this software will facilitate worldwide sharing of common data-bases between the client host and MARK 3000, and migration of applications between the two systems.

In an emulation mode, there are several software packages which permit a client host to function as a terminal for communication with MARK 3000 Service. DSXMIT, which allows a client host to emulate a 3780 device, is one of the better known of these programs. It permits high speed file transfers for large amounts of data. Software for System 34, 36, and 38 processors to emulate 3270 devices for communication with MARK 3000 Service is available in the marketplace. A large international client, Nixdorf, uses an emulation program as part of a high speed order entry system to communicate on a host-to-host basis with MARK 3000 Service.

Network Interconnection

In the 1st Quarter of 1985, GEISCO will offer SNI (SNA Network Interconnection), a major enhancement to our communications capabilities in linking networks. SNI allows independent SNA (System Network Architecture) networks to be interconnected. Interconnection can occur without redefinition of addresses—a dramatic improvement over the current status. With SNI, each network can maintain its own naming scheme and control its security characteristics. SNI permits program-to-program communication, in which a user can communicate with any program on any host in the system. The operation is transparent to the end user. The user only
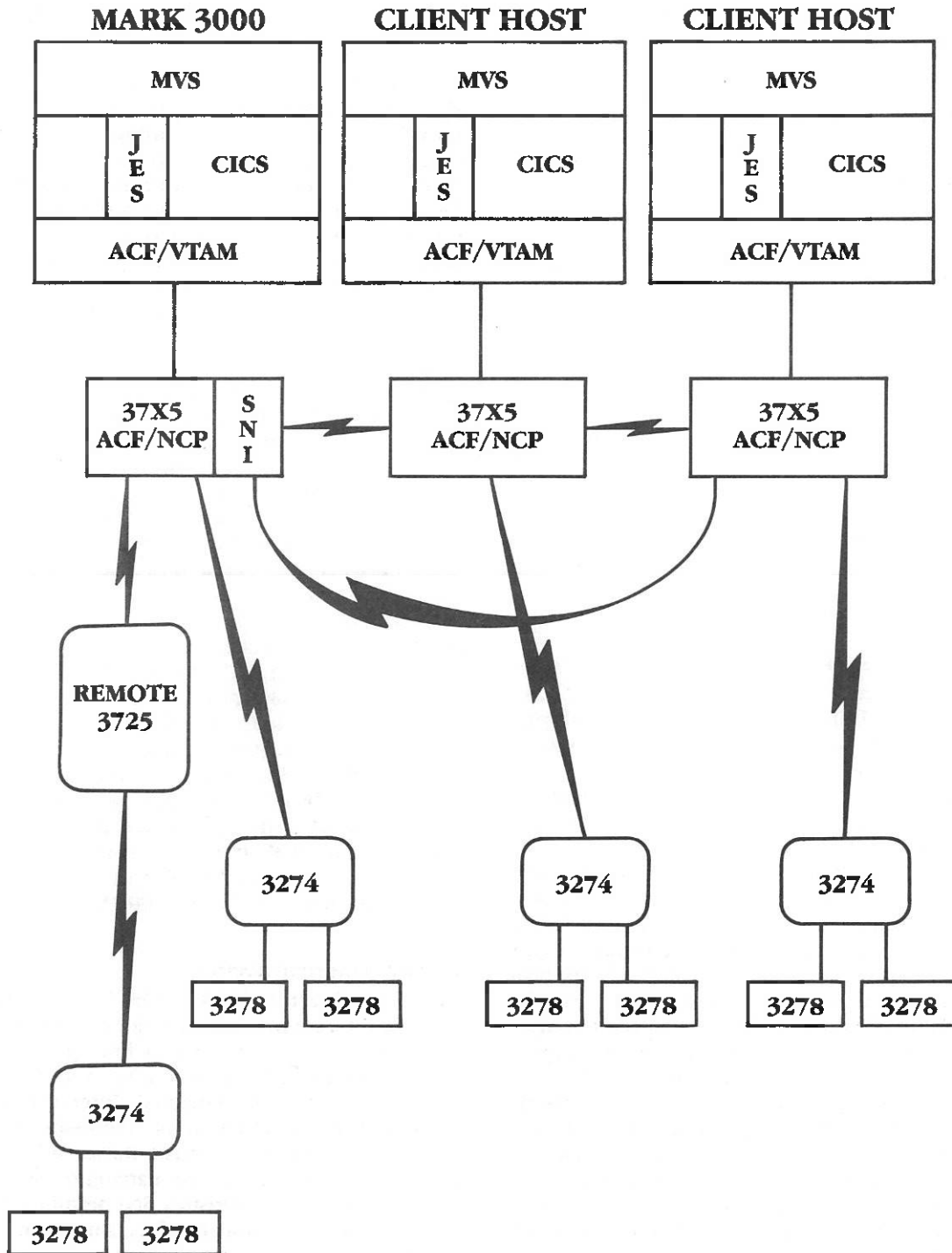
GE INFORMATION SERVICES

MARK 3000 SHARED APPLICATIONS

INFORMATION
SERVICES

needs the name of the application and not its location within the SNA network. The attached **diagram** on shared applications illustrates how SNI provides for communication between applications on a client's system and MARK 3000.

MARK 3000's offering of SNI will facilitate corporations in accessing and exchanging information on an intra- and inter-company level worldwide. This offering preserves a client's investment base in hardware and software, while easily making available to in-house systems the increased functionality of MARK 3000 Service.

Remote Communication Controllers

In an effort to reduce costs and provide increased flexibility in our SNA offering, GEISCO installed a communication controller (37X5) in New York City this quarter. Plans are to install additional communication controllers in other selected cities, including Oakland and Chicago. The location for additional remote controllers for data communications is dependent on client base and perceived need. This offering highlights GEISCO's commitment to standard IBM products. The cost reduction benefits to GEISCO can result in pricing flexibility for clients.

SALES SUCCESS

VM

The MARK 3000 Service Virtual Machine (VM) product is currently in field test with commercialization of the service planned for first quarter, 1985. GEISCO has operated a VM system since 1978 and the first commercial client started processing in 1982. So while in "field test" mode, GEISCO has a lot of VM experience and our VM system is extremely stable and reliable. The VM operating system was designed to support on-line conversational processing. It is very popular with system developers and with end-users because it increases productivity and it is very easy to use. For additional VM information, please list the following information files on DY28: VMINF$ and VMFLD$.

The first client on MARK 3000's VM system is the Strategic Systems Program Office (SSPO), U.S. Department of the Navy. A VM client for two years, SSPO uses a MIMS application to provide an on-line financial planning system for multiple users.

SSPO has responsibility for design and production of strategic weapon systems. To handle the complexities of program management, including budget preparation and monitoring contractor performance, the Program Office needed an integrated planning system. The basic requirements were to provide an integrated Database Management System (DBMS) which would support programmer and end-user needs with an easy to learn non-procedural language.

GEISCO proposed a MARK 3000 solution for application development using MIMS on the VM Service. VM was selected as an operating environment because of its ease of use and flexibility for application development. The efficient file structure and strong language capabilities of MIMS made it the top choice of several data base systems evaluated by an independent consultant. As a network structure DBMS, MIMS provides for representation of complex data structures without duplication.

Debbie Sayler, Marketing Representative, stated that IBM compatibility with VM as a development environment was paramount in winning this agreement. Ability to test the system on MARK 3000 before committing extensive in-house resources was critical to the client. Plans are to move the system in-house in 1985. Continuing business opportunities include the following:

- Continued on-site presence for system operation and facility management.
- VAN for domestic, geographically dispersed users as well as the users in the U.K.
- Disaster backup facility.
- Continuing Professional Services role as new applications emerge for development (security access, document control, graphics, office automation, etc.).

On-line access is provided via leased line from 3270 clusters. Communication plans are to support over 100 3270 display stations, telecopier laser printers, and 3270 simulation from the United Kingdom.

While the system has received acclaim from the Navy, a few problems were uncovered in pilot usage. Initially, network support for 3270 BSC dial-in to VM did not perform and leased lines to Rockville were used as an alternative. The problem received concerted action and network access will be available when VM is released commercially in early 1985. The Navy's experience as a pilot user of VM on our system combined with the current field test of VM has been valuable to GEISCO in ensuring a smooth commercial release of the VM operating system.

The Navy Program Office application highlights MARK 3000's capabilities in providing a friendly development environment with superior DBMS software to meet stringent client requirements for integration and ease of use.

2nd Class Billing

A 2nd class billing system designed to electronically transmit invoices among G.E. company components is in development on MARK 3000 Service. G.E. Corporate Purchasing, sponsor of this large scale project, asked GEISCO Professional Services to spearhead software development and customization of this billing service. MARK 3000 was selected as the processing vehicle because of its IBM compatibility.

The 2nd class or internal billing system is aimed at dramatically increasing productivity within the G.E. Corporation. Currently, intra-company invoices are distributed through the mail. The electronic billing system will handle all domestic invoices among G.E. components, approximately 2 million invoices per year. More than 80 G.E. components will be tied into this system. The system will be operational in January, 1985 when all G.E. components will be able to receive billing information electronically. By July, 1985, all G.E. components will have the ability to send and receive invoices via the automated system. Processing revenue for the billing system is estimated to be $60K a month, not including Professional Services fees.

Most of the billing information will be transmitted batch; however, the system will handle interactive processing requests, primarily from smaller components. Plans are in process to expand the system to include purchase orders, and eventually intercompany order/billing information exchange between G.E. companies and outside vendors and customers.

The 2nd class billing system is an excellent fit with GEISCO's EDI (Electronic Data Interchange) thrust aimed at making GEISCO a market leader in the electronic interchange of formatted business documents among companies. To advance our EDI capabilities, communications software on MARK 3000 will be enhanced in 1985. Dial-out capability to a 3780 device with store and forward features is a key enhancement planned for 2nd Quarter 1985.

Steve Canale, Account Manager for the 2nd class billing project, attributed a critical success factor to GEISCO's value added service, chiefly the dedication and expertise of the Professional Services staff. Our network, system reliability, and ability to deliver on time were also fundamental in securing the development and implementation of this project.

Within G.E., James Costello, Vice-President & Controller of G.E., and Ted Doty, Special Projects Manager, have played key roles in encouraging the development of G.E.'s electronic billing system.

The 2nd class billing project underscores MARK 3000's capabilities in providing state-of-the-art IBM compatible service, and puts GEISCO in a favorable position for future EDI Services.

NEW RELEASES   AVAILABLE DATE

VM/FOCUS   October

FOCUS for the VM system is now available. The product is priced on a subscription fee basis ($4,000/month) plus CRUs used. Major Opportunities will prepare an ATQ for the use of FOCUS while the VM system is in field test. Standard FOCUS pricing should go into effect when the VM system is fully commercialized first quarter 1985.

Client Services support is available for VM/FOCUS, and the Major Opportunity benchmark group can be requested to do pricing estimates. Appropriate documentation can be found in the DY28 file, FOCUS°IS.

FOCUS Release 4.5   4th Quarter

FOCUS Release 4.5 will be available on MARK 3000 Service this quarter. This release contains several new features, including:

- enhancements to aid application development
- efficiency improvements to reduce CPU resource consumption
- variety of interface support allowing data transfer to and from PC/FOCUS

For more information, consult:

- NEWS K (Banner) on MARK 3000 Service
- FOCUS 4.5 Summary (OLOS #5614.29)
- FOCUS 4.5 Users Manual (OLOS #5614.01)

3380 Disk Drive — Pricing Approval for:

Dedicated Packs	**November**
VSS Pricing	**November**

The 3380 dedicated contract allows a 30-day grace period for clients who wish to move data from 3350 storage systems to 3380 systems.

MARK°NET Shared 3270 BSC Service   Field Test/ Commercial 1985

The MARK°NET IBM Shared Services supports a variety of IBM protocols via our packet-switched network.

Currently, the MARK°NET Shared 3270 BSC Service is in field test with eleven domestic and international users, exclusive of MARK 3000 clients. This service features switched Virtual Circuit support for 3270 and host-to-host communications. Permanent virtual circuit support will be available 1st quarter 1985.

The BSC Service allows 3270 terminal clusters and attached devices and devices emulating 3270s to communicate with IBM-compatible hosts through the network. Network access for 3270 devices can be made from 63 major U.S. locations. Access will expand considerably in early 1985 when 140 additional cities will be included in the 3270 BSC offering. The 3270 controllers may access the network via dial-up connections as well as single-drop or multi-drop leased line connections; the host connection features dedicated leased line connections. The service includes network management and is competitively priced.

MARK°NET Service plans interfaces for other protocols, including SNA/SDLC, 2780/3780 BSC, and asynchronous conversion in 1985-86.

The Sales contact for MARK°NET 3270 BSC Service is Jim O'Sullivan (8°273-4703).

Interactive Output Facility (IOF)   October

IOF provides a comprehensive approach to the review and disposition of sysout datasets produced by MVS batch jobs. It operates on both 3270 devices and TTY type terminals.

While the functions of IOF are similar to the JTIP commands, there are several advantages to using IOF. These include:

- significant time and cost savings for large outputs
- easy tracking of the progress of multi-step jobs
- extensive help information

For more information, see the IOF Users Guide, OLOS #2060.30.

The QUIK-COMM™ System
WPXchange™   November

QC-WPXchange, a member of the QUIK-COMM family, is an information storage, retrieval and translation capability for word processors. This product gives GEISCO a major entry into the office automation marketplace.

With document storage, clients can create libraries that reside on the MARK 3000 System. A variety of access capabilities to these stored documents can be authorized for end-users. Data integrity and security provided by GEISCO are key benefits of the library service. With this service, documents are accessible 24 hours a day from any client location.

The document retrieval capability allows large companies with multiple sites (including overseas locations) to share documents locally and remotely while using different vendor equipment.

Document translation allows the most popular brands of word processors to share documents. QC-WPXchange acts as the universal translator between different vendors' word processing applications. For the first release of QC-WPXchange, WANG OIS and VS systems, IBM/DISPLAY-WRITERs and IBM PCs with MULTIMATE word processing will be supported. The selection of these vendor applications covers over 60% of currently installed word processing terminals. Additional word processing vendor applications will be added with subsequent releases.

WPXchange is ideally suited for several types of applications, including preparation of reports and budgets within multinational companies. The client does not need to be concerned with incompatible word processing equipment or delays in receiving regional reports. In addition, the library services of WPXchange make it possible for organizations to use the most current boilerplate language for proposals and reports.

User documentation is available through OLOS, as well as a sales brochure (#3410.38). For more information, contact your local OCO specialist.

DOCUMENTATION

The IBM Systems & Products Guide is an excellent reference source for current information on IBM software and systems. It contains summary descriptions of IBM products, showing features, benefits and required hardware and software. The manual also gives a good introduction to key data processing concepts.

It can be ordered through IBM's System Library Subscription Service (SLSS). With this service, updates are automatically sent to the initial requestor. The base charge is $12.50 per manual. Contact your local IBM representative to order. (GEISCO's corporate ID with IBM is 36441-13.) It is suggested that every field office have a copy of this reference guide.

New Documentation	OLOS #
MARK 3000 Service Sales Guide	2051.04C
Database Management Systems and Transaction Processing Sales Guide	2051.64
Data Exchange (flyers):	
TP and TSO Comparisons	2050.52
VSS	2050.53

TRAINING

MARK 3000 SALES SEMINAR CLASS SCHEDULE
(December-February)

Date	Location
December 17-18	San Francisco
January 22-23	Houston
February 5-6	New York
February 7-8	New Jersey

Check DY28 File "TRAIN*" for course codes and information.

MEET YOUR MARK 3000 TEAM

Diane Katzaman, MARK 3000 Marketing
(301-340-3603; QC:KATZ)

Diane is the Project Manager for Database Management Systems within the MARK 3000 Marketing group. She is responsible for coordinating the commercialization and ongoing support of the database management products on MARK 3000 Service.

Two of the most recent products Diane introduced are PC/FOCUS and IDMS. PC/FOCUS is the micro front-end to FOCUS which is currently available on MARK 3000. It will provide a total tool from PC to mainframe for processing on MARK 3000. IDMS is a more complex data management system for use by larger systems which require more frequent data changes.

In order to commercialize these products, Diane works with many different departments. She coordinates pricing, support in Client Services, proper billing procedures, quality assurance through Engineering, and documentation. Generally, the whole process takes about a year to complete.

Diane joined the GEISCO staff in July, 1980. Her outside interests include travel, skiing, and aerobics.

Mike Venor, MARK 3000 Technical Sales Support
(301-340-5627; QC:LTIV)

Mike Venor serves as a consulting specialist in Major Opportunities, providing technical sales support for the field. His expertise lies in benchmarking systems on MARK 3000 for client prospects and providing Field Sales with vital information for proposals. His work has Mike involved with almost all the different products on MARK 3000, and a wide range of activities.

According to Mike, much of his time is spent installing systems that already exist in-house at a prospect's site. By

In the past 18 months, Mike has conducted over 100 benchmarks on MARK 3000. The variety of the projects and the fast pace varies the routine and keeps the work interesting.

In keeping with his interest in the military, Mike spends some spare time with a Civil War reenactment group recreating historic battles in the great outdoors. He is a veteran of the Vietnam War, has lived in the Washington area since the early '60s, and has been with GEISCO for 6 years. Mike was one of the original members of the MARK 3000 group hired in 1978 to service MARK 3000 before its commercialization.

running test scenarios with the system on MARK 3000, he can estimate the client's cost for moving their application to MARK 3000. For clients without an existing system, estimating cost is more of a challenge. Mike gathers information from the client, and uses modeling and estimating tools developed on MARK 3000, to arrive at a rough estimate. VSS sizing is another major area of activity for Mike.