

JUNE 1985

SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

cover story

WALT WILLIAMS: WHERE WE ARE GOING



page 6

CATERPILLAR SOLD ON EDI

page 7

EAST·FAX

page 12

COST SAVINGS UPDATE

CONTENTS

Walt Williams on our future	1
Just-In-Time for Caterpillar	6
Fast Fax	7
Office Communications in Hannover	11
Cost savings progress.....	12
DIAL COMM offers new service	13
GE's first quarter report	13
Documentation.....	14
New gift matching program	15
Worth Noting	15
Personal Share Statement distributed	17
Milestones	17
S&SP prices	17

SPECTRUM is published by Employee Communication, General Electric Information Services Company, 401 N. Washington St. 01B, Rockville, Maryland 20850, U.S.A. for employees. For distribution changes QUIK-COMM: OLOS. For additional copies QUIK-COMM: OLOS, publication number 0308.06.

SPECTRUM Editor: G. C. Barnes
QUIK-COMM: YLOP; DIAL COMM: 8*273-4476

Fast-Fax Editor: Jim Doyle
QUIK-COMM: FAST; DIAL COMM: 8*274-6517

Documentation Editor: Dex Nilsson
QUIK-COMM: OLOS; DIAL COMM: 8*273-4444



**INFORMATION
SERVICES**

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

WALT WILLIAMS: WHERE WE ARE GOING

As I talk to GE Information Services employees about our company, two or three questions commonly arise: Do we know where we are going? . . . Why have we changed our focus again? . . . Are we still committed to making \$45 million in net income for 1985?

In answering these questions, let's begin by taking a look at our Network Based Services business (NBS). This business is a major competitor in what remains a very attractive marketplace. As indicated below, the NBS markets GE Information Services serves grew at a 15 percent overall rate in 1984, with RCS growth at 12 percent.

The long range market forecast is for a somewhat lower overall growth rate as the market matures—but still in double digits. It is one of the most attractive markets served by the General Electric Company.

Despite this fact, our Network Based Services business declined at 5 percent in 1984 and is forecast to decline by another 5 percent in 1985. The reason for this decline is clearly shown in the NBS market chart below. Quite simply, the attractive *overall* RCS market performance disguises the fact that special-

ized RCS services grew by 18 percent in 1984, but *generalized* RCS services *declined* by 10 percent. The simple, empirical truth is that specialization is a winning strategy in the marketplace . . . with a projected 14 percent AAGR for the next five years!

GE Information Services' current challenge is to accelerate our transition from a generic solutions business to one that specializes. Through this more focused approach, we can and will win in narrowly defined application markets which leverage our fundamental network technology strength.

Specialization is the next step in the enhanced communications strategy we adopted two years ago. Through building our value added network and establishing a position in office communications and payment services, we have begun the process of specialization in network-intensive applications. Our job is to repeat that process again and again in new applications segments.

Fortunately, with our excellent reputation for quality, network scope and functionality, international presence and support, and broad applications experience, we are in a strong position to ultimately succeed.

NETWORK BASED SERVICES MARKET

	1984		'84-'90	
	\$B	V%	1990	AAGR
RCS Services				
Generalized	2.0	(10)	1.3	(7)
Specialized	4.8	18	10.2	14
	6.8	12	11.5	9
Office Communications	.2	70	1.1	37
VAN	.5	30	1.5	30
Total	7.5	15	14.1	11

SPECIALISTS WHO ARE WINNING

To demonstrate how specialization wins in the marketplace, let's look at several examples of competitors:

- **Telerate** is a \$150M (revenue) business specializing in on-line securities/investments quotation services marketed to commercial banks, brokerages, and investment banking firms. It is expected to grow revenues at over 40 percent in 1985, and earn \$40M net income, an incredible 27 percent net after tax.
- **Mead Data Central** broke through the 100M revenue level in 1984 and is growing in excess of 20 percent. Its success is attributed to the strength of the Lexis textual database, a specialized product aimed at major law firms to improve research productivity. Plans are to build additional database businesses in specialized vertical industries.
- **First Data Resources** enjoyed revenues of \$203M in 1984 (36 percent growth over 1983 levels) with a return on sales of 13 percent after tax. First Data specializes in credit card processing and credit authorization services.
- **ADP** has racked up 20 consecutive years of greater than 10 percent growth in revenues and earnings. Revenue for 1985 will reach over \$1 Billion (16 percent V), \$525M (15 percent V) of which will come from payroll services alone. ADP's business is a series of highly specialized, very autonomous businesses (payroll, brokerage, dealer services, collision estimating) with one exception—ADP Network Services, a general RCS business of about \$75M in revenue, which is declining at 10 percent.
- **EDS (GM)**, with \$786M in 1984 revenue (21 percent V) (prior to the acquisition by GM) is highly specialized in banking, insurance, health care, and government facilities management markets. EDS is organized around these specialized markets and puts a great deal of emphasis on transporting software applications to reap the benefits of scale.

- **McDonnell Douglas**, perhaps our most direct competitor, is projecting marginal profitability as it aggressively moves toward a specialized market approach. It recently established over 20 separate businesses within its Information Systems Group... each with a narrowly defined market focus.

The competitors cited above serve quite different market segments, and only McDonnell Douglas would be classified as a major GE Information Services competitor today (EDS will become another). However, these winning information services companies *do* share a highly specialized approach to the market which allows them to deliver economically attractive services to their clients.

THE BENEFITS OF SPECIALIZING

Specialization improves the quality of marketing and sales efforts. Productivity improvement is achieved through targeted prospect lists, better understanding of buyer behavior, application knowledge superior to that of the customer, and replicable account development programs. These benefits can be clearly demonstrated, with specialists enjoying marketing and sales costs averaging about 15 percent of sales, versus 25 percent for generalists, and 28 percent for GE Information Services. See the chart below.

Specialization also enables a company to lower the cost of software development. An example is our automated clearinghouse business. Though the software was built initially to CACHA specifications, with limited modification it will be marketed to the remaining 32 regional ACH associations. Ultimately, ACH clients and GE Information Services will enjoy the benefits of substantially lower development costs.

Historically we have taken very limited advantage of software transportability in our custom RCS business, part of the explanation for a decline in business as clients go in-house.

MARKETING & SALES BENEFITS OF SPECIALIZATION

Generalist	M&S % Rev	Generalist	M&S % Rev	Generalist	M&S % Rev
■ McDonnell - Generic	22-25%	■ McDonnell - Spec.	15-20%	■ Quotron	10%
■ Comshare	30-32%	■ Telecredit	16-18%	■ ADP Dealer Services	20%
■ GE Information Services	28%	■ EDS Communication Systems	6%	■ Shared Medical	15-20%
		■ NDC	22%		

Specialization is also the best way to respond to and prepare for economic changes in the RCS industry. These changes, driven by the cost and functionality of underlying hardware, software, communications, and system integration technologies, force companies to find new ways in which to successfully compete.

Large-scale processing economies originally facilitated the timesharing business opportunity. Networking scale and functionality remain a potential source of competitive advantage in the RCS business, but for a limited time.

Only application niche focus, world wide support, and inter-enterprise market development are long-term sources of advantage. Specialization is the key to developing these strengths. Our challenge, then, is to capitalize short-term on our network scale and functionality while aggressively building a strong position in *network intensive* specialized application markets.

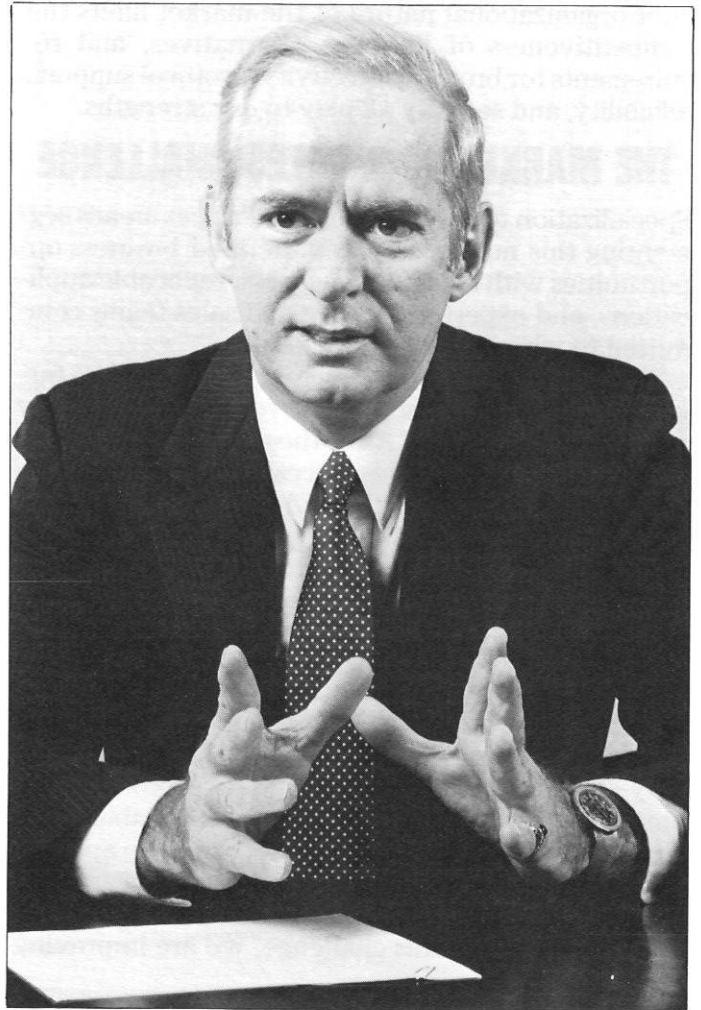
Most observers agree that the current downturn in the computer industry is due in part to a lack of interconnectability between the enormous amount of computer power installed in the last several years . . . and also to a shortage of the application expertise to convert this raw power into solutions. *These problems for the DP industry are tremendous opportunities for GE Information Services.*

We intend to harvest the benefits of providing solutions to these problems through narrowing the focus of the multi-site production strategy we have been pursuing for the last two years. We cannot and will not provide solutions to all the information processing needs of industry. But we can and will provide the best solutions to those specific needs that are uniquely suited to our strengths.

THE MARKET OPPORTUNITY

We stand at the forefront of a major emerging market for inter-organizational systems: information systems that link manufacturers with suppliers and dealers, health care providers with insurers, member ACH banks with each other, and shippers and carriers with agents, banks, and customers.

The market is real. It is driven economically by the elimination of costly and redundant data entry, improved cash flow, and the opportunity to reduce inventory costs through just-in-time inventory systems. In addition, value can be created through im-



Walt Williams

proved dealer effectiveness and speed of communications.

GE Information Services closes demonstrate the market's reality: Motor Equipment Manufacturers Association (MEMA), Society of Motor Manufacturers & Traders (SMMT), Caterpillar Tractor Co., and Industry Committee on Products and Standards (ICOPS), to name a few. While embryonic, the market is potentially huge. In the international trade segment, for example, approximately 5 percent of trading value is spent on documentation and information exchange. If 7½ percent of that cost is a potential market for services providers, the potential market is \$1.2 billion.

Most importantly, inter-organizational systems is a market in which we are ideally suited to win. The

inter-organizational nature of the market limits the competitiveness of in-house alternatives, and requirements for broad connectivity, protocol support, reliability, and security all play to our strengths.

THE MARKETING & SALES CHALLENGE

Specialization to GE Information Services means segmenting this market into well-defined business opportunities with targeted prospects, replicable applications, and expert marketing and sales teams committed to winning in that segment.

As you can see from the chart below, we are targeting four cross-industry and seven vertical industry specialized businesses. All of these opportunities leverage GE Information Services' fundamental network technology strengths and all are based on real market opportunities and closes. The job of marketing and sales is to achieve a strong competitive position in each of the eleven businesses, with revenues of \$30 - 100+ million in each.

THE TECH OPS CHALLENGE

In Technology Operations, our challenge is to deliver efficiently the breadth of required network functionality—including connectivity and protocol support—to provide an efficient, secure, reliable processing vehicle, and to reallocate resources to application development to support the specialized application marketing approach.

In response to this challenge, we are improving

our ability to serve new markets by increasing the emphasis on our IBM delivery system. This will allow us the benefits of sourcing system, utility, and selected application software, while continuing to support our MARK III® customer base which will continue to provide the bulk of our profitability for several years.

In addition, we are establishing a separate Applications Department, tightly integrated with the marketing organization.

This technology approach will enable us to hold engineering costs to about 8 percent of network based services revenue (a savings of about \$10M per year) while being responsive to marketing requirements in speed to market and functionality.

PROJECT 36, A THREE-YEAR PLAN

Building specialized applications businesses takes time, expertise, and commitment. To this end, we have initiated "Project 36," a three year GE Information Services plan aimed at ensuring GE Corporate commitment and continuity through the building process.

Successful execution of Project 36 can result in our enjoying a double digit growth rate again by the end of the period, as we capitalize on the attractive growth of the specialized applications market. Our people, quality reputation, network scope and functionality, international presence and support, broad applications experience, and winning tradition are the competitive levers that will enable us to succeed.

GE INFORMATION SERVICES' SPECIALIZED BUSINESS	
Cross-Industry Businesses	Vertical Industry Defined Businesses
Office Communications	General Electric
Dealer Systems	Telephone Companies
Supplier Systems	Payment Services
Value-Added Network	Health Care Clearinghouses
	International Trade
	Transportation
	Electronic Ordering (auto, electronics, chemical, office products)

As the Project 36 plan is fleshed out, we'll be providing detailed information about it in future issues of employee publications.

MAKING THE NUMBERS FOR 1985

As we make the transition to a specialized company, we cannot lose sight of the fact that we must remain profitable. We are committed to a net income of \$45 million for 1985.

GE Information Services revenue through May totals \$286 million, 8 percent below Operating Plan, and 8 percent below 1984. And revenue for the year is forecast to be slightly over \$700 million—down 3 percent from 1984 and 7 percent lower than Operating Plan. With the estimated benefits of the cost restructuring and containment program, net income from operations should be around \$35 million versus the Op Plan of \$45 million.

ICSO will provide just under \$9 million of net income. GECON and SI will bring in about \$2 million each. Network Based Services—U.S. and International—will be responsible for almost \$25 million. Offsetting losses in other components reduce the operating income to the forecast \$35M.

Non-operating income, sometimes referred to as "unusuals," will fill in the anticipated \$10 million gap. Examples of non-operating income include the sales of miscellaneous securities, asset disposition, or deferred tax opportunities.

ICSO, GECON, and SI are continuing to show nice growth over 1984, but generally at a lower rate than projected in their operating plans. Each business will continue to keep cost levels in line with its revenue projections to protect forecast earnings for 1985.

To protect the network based services revenue against increasing competitive pressure, sales will direct its resources toward continuing strong support for current major clients as well as new clients in specialized application markets, as we begin implementing our new approach.

Sales will "prospect" in a more focused manner, setting its sights primarily on accounts that demand communications-intensive capabilities to leverage our strength in network scope, quality, and functionality—and in providing MARK III and MARK 3000™ capabilities. Specific cross-industry application sales specialists will offer support to the generalized sales organization in such areas as Office Communication, VAN, supplier and dealer systems, and others.

At the same time, a new Focused Business Operation will use dedicated sales/marketing teams to address specific industry niches. This will permit both the development of a higher degree of expertise in clients' businesses and the concentration of GE Information Services' resources required for success in the inter-organizational clearinghouse business.

'85 REVENUE A STRETCH

The revenue projections for 1985 are still a stretch but attainable as we experience slow but continuing revenue erosion in Foreground due to transitions to in-house alternatives and competitive price pressures. Through the transition, the company is winning promising telecommunication-related new business. This lower margin business is driving a shift to a cost efficient, applied technology based business with greater focus of marketing and sales resources.

Some 175 opportunities for significant sales during the remainder of 1985 have been identified, more than 50 of which have the potential for greater than \$50,000 MPR. While we don't expect to hit all 50 opportunities, compared to previous years, we have never had as many \$50K MPR opportunities to compete for. Those opportunities are within the telephone industry and General Electric, plus potential cross-industry applications (including VAN and OCO) and focused industries, including health care, transportation, and selected manufacturing/distribution industry plays centered around Electronic Data Interchange.

The recent enhancement of the strategy and the restructuring will take the company through 1985 and beyond as GE Information Services evolves into a company with well-defined application niches, adding value through application/industry expertise, and application software.

To clarify the market niches the company will be pursuing, comprehensive, specialized market plans will be communicated down through the management chain to employees over the next few weeks. At an August 1 meeting, managers will receive additional information about marketing and operating issues as they affect the remainder of 1985 and beyond.

—Walt Williams

JUST IN TIME FOR CATERPILLAR

"We really found the opportunity at Caterpillar Tractor Co.," said Cathy Wall, senior industry marketing representative, "because our people in the U.K. were talking to them about an EDI [Electronic Data Interchange] opportunity. They called me and asked me to talk to Caterpillar in Peoria about their Material and Manufacturing Management (MAMM) system. We arrived on the scene when Caterpillar was about to develop the Just-In-Time portion of the MAMM system. That was the beginning of a long process."

Cathy explained that Just-In-Time is a new way of looking at manufacturing to make it much more competitive. Just-In-Time has to do with the flow of the manufacturing process, inventory reduction, set-up time reduction, arranging machines by product not function, containerization, new supplier relationships, and group technology. However, it is not any one of those things, it is more far-reaching.

In Just-In-Time, a company manufactures only the amount required, as it is required, while always attempting to improve the process.

The ideas have challenged many of the underlying assumptions in U.S. manufacturing, because Just-In-Time pays off in reduced inventory and thus reduced carrying costs; reduced set-up time; better work flow resulting in shorter time to manufacture better quality products; and reduced space needs.

"When we came into Caterpillar, we saw a good opportunity for GE in the whole automotive market. That market is moving to the Just-In-Time system and the importance of doing it for Caterpillar was that it would be a good entre to the rest of the market," Cathy explained.

The people of Caterpillar also realized that it was a good opportunity for GE Information Services, and were reluctant to fund the SDC proposal for development. "They told us that we could leverage the system we developed for them, so they didn't think they should pay for the development," Cathy explained.

"We went back and forth and eventually they said they would make a commitment to a certain amount of billing. Finally, they signed up—just about a year after we made the first sales call."

Caterpillar has called their system SPEED (Suppliers and Purchasing Electronically Exchanging Data), and that is exactly what their system should provide. During the next twelve months, Caterpillar will tie 3000 of their suppliers into the SPEED Sys-



Cathy Wall (left) arrived at Caterpillar Just-In-Time, with the assistance of Shelley Schwartz and Alan Greenwalt.

tem. Caterpillar will send material releases and purchase orders to their suppliers, and their suppliers will send advance shipping notices to Caterpillar through the SPEED System. Caterpillar will transmit to GE Information Services via DSXMIT. The system gives the supplier the option of communicating with GE Information Services at low or medium speed using a personal computer or terminal, or through high speed service using the supplier's in-house mainframe computer.

"This is such a cost effective way to communicate with a supplier that Caterpillar plans to add the transmission of additional documents to the SPEED System," Cathy said. Invoices, engineering specifications, blueprints, and quotations are just an example of the documents that will be added in the future.

The system that Karen MacNeil and Shelley Schwartz, both project managers in SDC, developed is now being field tested. "Without Karen and Shelley and Alan Greenwalt, technical representative, there wouldn't be any system. This project required more coordination than any I have ever worked on, and they deserve a lot of credit."

ADMINISTRATION

**ADRIAN KUSNIRAK
PITTSBURGH**

A client wants to access from Puerto Rico. Does he have to sign any special agreement? And what's the phone number there for access?

There are no restrictions on calling into the system from Puerto Rico, and no additional charges. It's the same as USA prices. The local number in San Juan is listed in the International Access Directory (300 and 1200 baud). If your client can't reach San Juan with a local call, there is 800 number service available by calling 800 638-8712. Incidentally, this 800 number is also good in the U.S. Virgin Islands.

**JOHN WECK
NEW YORK**

How can we estimate what discounts will be for a USA fixed capacity client who transfers U#'s to West Germany or the UK?

It's easy. There are NO discounts for him with distributors merely because he has a fixed capacity discount here in the states. CUP plans and Fixed Capacity discounts do not cross country borders. Your client will have to negotiate with the distributor for a more favorable rate if he feels his usage entitles him to it. The composite of total world-wide revenue currently has no bearing on the matter.

**JIM BILLGER
HOUSTON**

When we get an MNA contract signed for use in three other countries, don't the countries get the billing automatically transferred to their cost centers?

No. After you have received word through the system that the MNA is in effect in each country, you should submit a mailbox that transfers a newly created U# and its billing from your cost center to the other



country. For example, to add a U# billing to Singapore, this is the MBX syntax: ADD, USERNOBILLING, 150,* The MBX program will ask you for the cost center to be charged, and you insert CC 919. THIS STILL DOES NOT NOTIFY THE SINGAPORE OFFICE THAT YOU HAVE MOVED A U# TO THEIR COST CENTER—IT REQUIRES A QK ON YOUR PART TO THAT OFFICE, informing them of what the U# and PW is. Remember that your USA cost center will get revenue credit for whatever usage is made in Singapore, in addition to Singapore getting revenue credit.

**TONY DENUNZIO
NEW YORK**

Our client is using Project ID, but the invoice doesn't break down the usage by PID. Are we doing something wrong?

No. He won't get the breakdown for the various billing elements by each Project ID unless he elects to receive the billing supplement each month. That feature will cost him \$25/month.

**DON GRAVES
HARTFORD**

Do you have a list of catalogs and the cost center to which they are assigned?

Yes. The list is updated monthly, and the cost center is a part of the printout. We have the list here in Fast Fax. If the General Invoice is attributed

to one cost center, and the other numbers are user-number-billed to other cost centers, we can tell you what those cost centers are too.

ENHANCED TELECOMMUNICATIONS

**MARK DUMOFF
NEW YORK**

If a user is in a country that has three international carriers serving the country, how does the user specify which carrier is to connect

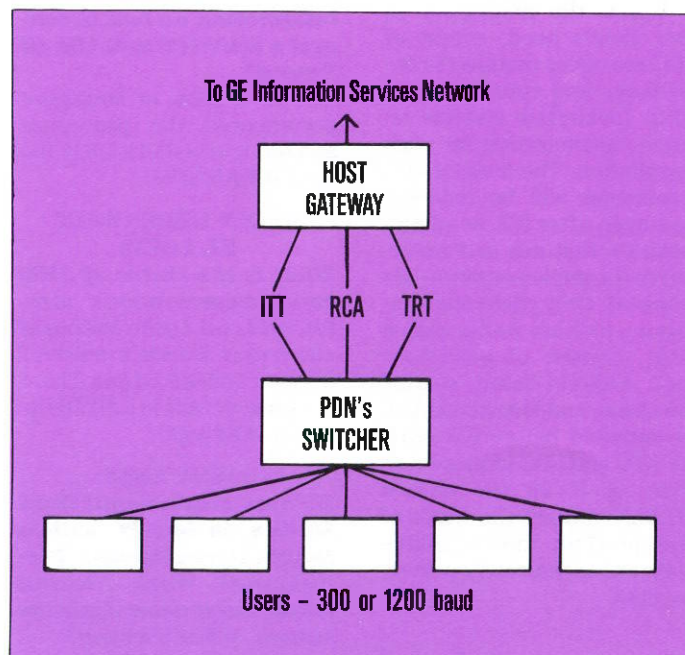
him into the MARK III Network?

He doesn't specify. When he makes his agreement with the PDN in a country, he agrees to pay for access to an address he specifies. The user generally has no control over which IRC takes him to the states. They're all priced the same as far as he's concerned, and all three of them will recognize the code that will take him to the GE Information Services' network. The PDN brings local lines into a switching device that "balances" the outgoing calls among the three IRCs. If all the ports on the TRT trunks are busy, this switching device will route calls to the RCA trunk.

**RICH RUED
CHICAGO**

How much is a Macintosh going to cost our office if we buy one internally?

About \$2/day for the first year. It isn't a cash outlay to your office. Here's the way the company charges your cost center on a 5-year depreciation schedule beginning the month after purchase: 26%, 22%, 18%, 17%, and 17%. The configuration suggested in MAC-ORDER on DY28 costs your office approximately \$3,016. 26% of 3,016 = \$784.16/year or \$65 per month—roughly \$2 per day. Why wait? Here are



the specifics for the Material Request:

- M2512 MAC 512KB with mouse\$1,845.00
- M0130 MAC external disk drive\$322.00
- M0301 Apple 1200 Modem\$307.83
- M0170 Modem connect cables\$23.17
- M0303 Apple Imagewriter ...\$353.70
- M0150 Imagewriter connect cable.....\$39.30
- M0200 Apple Carrying case.....\$65.00
- M0521 Macterminal software.....\$60.00

M0521 is the communications package to connect to MARK III Service. You may choose to have other packages later, but you'll have this available when the system arrives.

The Macintosh systems are sent to your location from the ICSO warehouse in Atlanta.

**BOB FOSTER
MIAMI**

What is the status of the DealerTalk™ product?

Current plans call for commercial deployment by September 3rd. The product generated quite a bit of enthusiasm and sales activity, since its announcement at INTERFACE '85 in March. Meantime, sales proposals and installations can be made on a case-by-case basis and will depend on the qualification of the prospect, the immediacy of the client's need, extent of SDC resources required to implement, and approval of an ATQ. DealerTalk systems require customization for each installation. The level of customization will be reduced, however, after 9/3, as administrative features and procedures for implementation are released. Only client opportunities which are well qualified (e.g., consist of electronic mail, bulletin board, textual database, and Macintosh) can be satisfied before 9/3 using an ATQ and SDC implementation. A DY28 file named DTALK outlines the status of the product and available sales and technical support resources.



**STEVE CANALE
FAIRFIELD**

We have a Terminet-2120 in the office that isn't used much. Can we make its printing capabilities act as a printer for our IBM PC?

Yes. There are a few changes you must make to AUTOEXEC.BAT, and the cable to the Terminet 2120 must be wired a certain way. All details are contained in a "Technical Tip" from Dave Bombyk. We'll mail it to you. Anybody else want a copy? Send a message to FAST, requesting Tech Tip for 1200 baud terminal printers. Include your complete mailing address.

**CINDY DOUGLAS
OMAHA**

Is there an on-line file with information on how to connect a WANG PC to MARK III Service?

Yes. M. Y. Yeow of Singapore documented the procedure and has it saved in a QK11 file named WANGP*C.

**ALLEN GREENWALT
ST. LOUIS**

What is the status of 2400 baud asynchronous service, and can I get a listing of cities and access numbers?

It's not commercial yet. There are some details in a DY28 file named ASY2400.

A CLIENT ASKS . . .

We have Professional Work Station on our PC with a Hayes internal modem. Professional Work Station loads, but it never dials the system. What's wrong?

Switch 3—the carrier detect switch in the internal modem is in the wrong position. You'll have to take the cover off the processor module (not the screen module) and change Switch 3 to the "down" position. The newer version of Professional Work Station coming along won't require this change, but you may have version that needs the switch in the down position.

A CLIENT ASKS . . .

Is there a way that we can download executable software to the PC if we don't have the File Transfer Utility (FTU)?

Yes. You can connect to MARK III Service and enter OLD TOOL: FDU.BAS. Call it FDU.BAS on your PC. Type BASICA. Load FDU.BAS and save it. If you get a syntax error when you are loading FDU.BAS to the disk, it means the download from MARK III was bad. When you get it successfully, Run FDU. The screen will request your phone#, U#, PW and ID. It will then prompt you for the files you want to download from MARK III to the IBM PC. After you have finished entering the files, FDU will connect to MARK III Service and using error free communications, will transfer the files to your IBM PC.

**DAVE SMITH
FT. WAYNE**

How does an admin user in a MARK*NET Service catalog get to the administrative level to do ADM work.

The 000 U# was validated as the ADM user, but we can't get to ADM level. What's wrong?

The 000 U# should not be validated for MARK*NET Service. Those U#s validated for MARK*NET Service cannot get to MARK III Service. If you want an administrator to be able to create and delete U#s in a catalog for MARK*NET Service usage, then give all U#s EXCEPT 000 the MARK*NET validation.

**MARK 3000™
SERVICE**

Bill De Leo and the CBT staff announce that there are now seven new courses available on the CBT System that specifically address "Information Center products:

1. Using SAS Graph
2. Using SAS Full Screen Product
3. Using RAMIS II
4. Using IFPS
5. Using Tell-A-Graf
6. Using ADRS II
7. Using Answer/DB

Although items 3, 6, and 7 are not products currently available on MARK 3000 Service, the GE Consulting Services personnel have need to be trained in these three products, since GECON provides programming services for clients using these products. The total number of courses now available via the CBT System is 44. To obtain additional information on the entire CBT program, list the CBTHandbook by entering: EX 'SYS8.COURSE.CLIST(CBT)' from any valid MARK 3000 User ID.

CBT TAKES OFF

Computer Based Training (CBT) has shown significant use by GE Information Services Company personnel, which means that all the advantages of training-via-computer are happening. Things like: no T & L—no need to leave the office—people

train themselves at their own speed—no scheduling problems. Here's the way various GE Information Services' components have used the CBT system on MARK 3000 Service.

Component	Hours
USSales	731
USSDC	583
US Cons Svs	1125
Hqtrs Mktg	282
International	17
Tech Ops, Engr. and others	915
	3,652

What it means is that there was an equivalent of 913 student training days provided. Employees received the benefit of the training without the normal expenses required when training occurs. Feedback from students and their managers has also shown CBT to be a highly effective method of training, with many people becoming functional on various topics after 1 or 2 CBT courses.

**LEE MARTIN
ARLINGTON**

Do we have the APL available on MARK 3000 Service. Yes. You can enter the system and ask for NEWS K(VSAPL), and you get a news brief about the product.

**JIM NELON
NEW JERSEY**

What is the time out duration in TSO on MARK 3000 Service.

It's 120 minutes. If he's on a leased line, it doesn't increase his bill, but if he's dialing into the system, his TCHs will continue if the user just walks away from the terminal.

**MARK III[®]
SERVICE**

**JOE SCARCELLA
CLEVELAND**

We have a client who wants to put a textual data base on line. How can I determine if Arachnae software from Toronto may fill the bill?

List a QK11 file named ARAK-



QUAL (Arachnae Qualifier). In addition to providing some basic information about what Arachnae is and isn't, it has a qualifying questionnaire that you can fill out and send to the Toronto office for evaluation.

**JEANNI TOM
NEW YORK**

We have a client who can benefit from the Mass Storage System (MSS) on MARK III Service. Where is the offering described, and what are the commands to use it? MSS is completely described in the Extended Command Language Manual, pages 34 to 46. OLOS 3501.101-1

**ALLEN GREENWALT
ST. LOUIS**

What is the status of commercialization of "C" on MARK III Service and where can we get more information?

It is not commercial yet. More field testing is required. If you'd like to have your client do some field testing, list a DY28 file named CFIELDT. The product is being handled by Dan Corenzwit, whose QK address is DANC.

**QUIK-COMM[™]
SYSTEM**

**THE MOST OFTEN-ASKED
QUESTIONS**

Q: In Mailbox the command ADD, TPQUIK,001 ,CATALOG,* was rejected. I thought this was the command to get the QUIK-COMM System added to a catalog. What happened?

A: The syntax has been changed to ADD,QUIK COMM,001,CATALOG,*

Q: The client has several programs that use 001, and the number is coded and compiled into several programs. Does he have to change and recompile all of these programs to get the QUIK-COMM System on this catalog?

A: No, the system will accept any number you specify, except the Administrative U#. For example, it's O.K. to enter ADD,QUIKCOMM ,250,CATALOG,*

Q: Why is the client continuing to get a \$40 invoice for a U# he purged two months ago?

A: Chances are he didn't purge a QUIK-COMM System address he had in the U#. Even though the U# is cancelled the billing address record stays in place. Since an address is charged at \$1 per month, it is still associated with the U#, and the \$1 gets billed and then bumped up to the U# minimum of \$40.

Q: What's to prevent a client from getting to system level to do things other than messaging in

a "QUIK-COMM only" catalog?

A: Nothing, but he'll be charged CRUs for what he does. There is no guarantee that only ABUs will show up on the invoice. Furthermore, catalogs that are "QC only" are monitored for excessive resource use, and if the client is doing work other than QC in the catalog, he may have a \$500 minimum imposed.

Q: Do we use the REMARKS section to indicate that a catalog is QC only, to avoid the catalog and U# minimums?

A: No, page 23 of the Mailbox manual shows that when the Mailbox program asks for F/G usage plan, you insert 9 for special billing. When you put in 9 here, the program will ask you to explain in REMARKS what special billing you want. (If you had put in zero for standard billing, the Remarks prompt would not appear.) Now that you've put in the 9, indicate in Remarks that this is a "QUIK-COMM only" catalog.

Q: What's the procedure when we want to add the QUIK-COMM to Telex link to a catalog that already has QUIK-COMM validation?

A: First do a mailbox entry to get the catalog validated for the Telex connection. Here's the syntax: ADD, QUIKCOMM,TELEX,002, CATALOG,* . The 002 U# should be vacant, and not used by the client. This number will now have billing suppression. It's the number that is used by TRT to determine if there are messages that need to be sent out to Telex devices.

Q: If a user at a Telex device outside the USA wants to send a message to FAST, is the address the only

thing the sender needs to know?

A: No. When a person at a Telex outside the USA wants to send a message to FAST, he must know the 6-digit Telex address for QK11. The address happens to be 192803 (preceded by the USA area code). The first line of text in the message must contain QC:FAST.

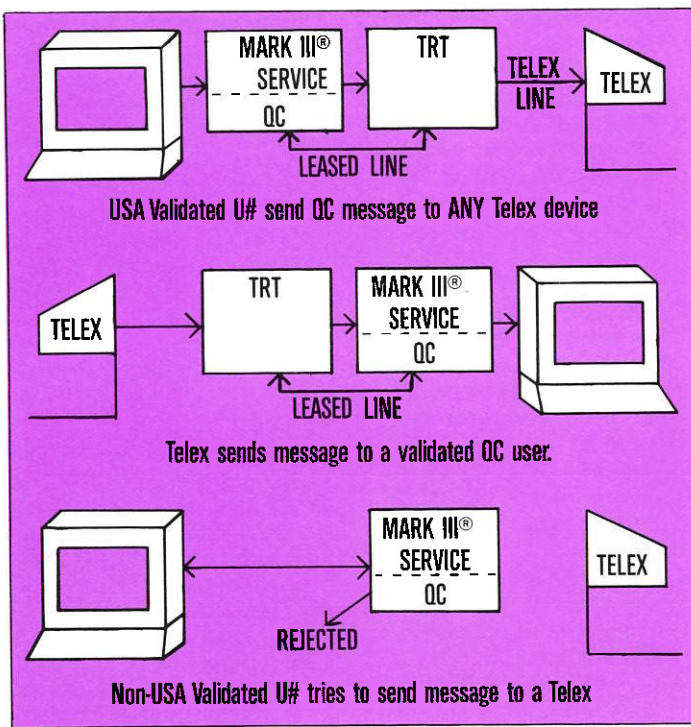
Q: I recall something about a restriction in the QC-Telex link. Where is the block?

A: Here are some diagrams that may explain it.



ing into the system, and then walking away from it, letting the system print out messages and later timing out. Currently, the system charges TCHs for sessions that end with Code 25s back to the initiating user number of the session. Because of this, we asked the client to inform all end users to exit the sessions with a BYE command and not let the terminal time-out.

■ Also because of the Code 25s, it was noticed that the client was receiving the TCH charge but the KCs were very low. Because of this, the 1200 Baud option was changed from Option #1 (\$28 per hour and no KC charge) to Option #3 (\$8.50 per hour and \$.35 per KC). The client was also made aware that Month End Usage (MEU) was free of cost the first time it was run, but that resources are charged any other time it is run during the month. Because of high KCs on the MEU command, the client was advised to run the report only once a month.



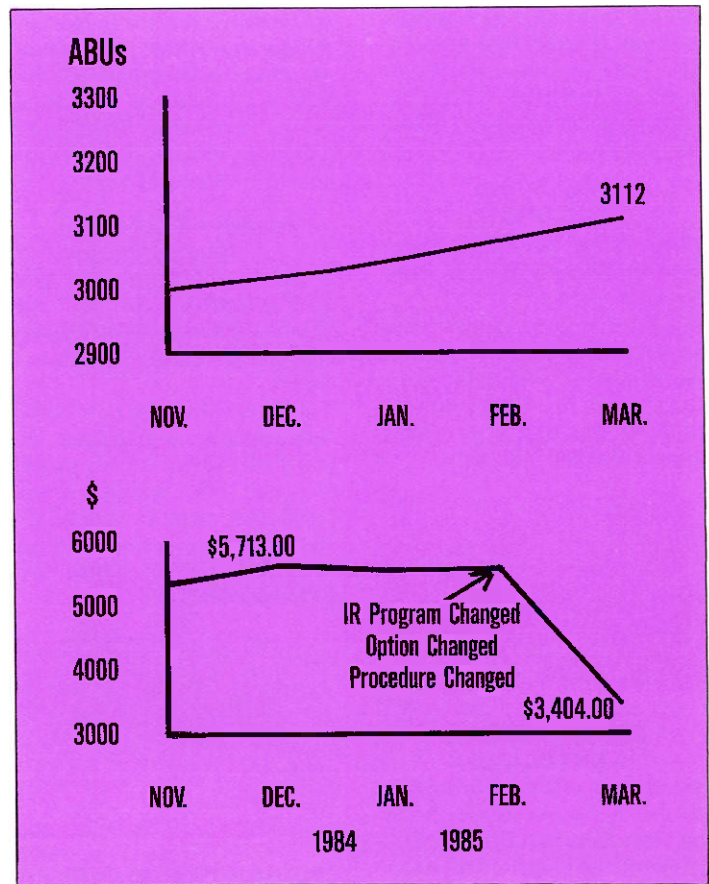
sion audit revealed a high number of Code 25s (abnormal disconnects). Code 25 usually indicates a time-out condition, where the user has walked away from the terminal, and lets the system disconnect it. These Code 25s were directly traceable to the same sessions that had abnormally high TCHs. It was clear that users were sign-

USING THE QUIK-COMM SYSTEM EFFECTIVELY

Any computerized application must be used effectively or it isn't of value to the client. It's that way with the QUIK-COMM System too. If your clients aren't using it properly, you can expect cancellations. Here's some hard evidence that shows how a client's invoice was analyzed, and how some minor adjust-

ments led to an increase in system usage (higher ABUs) but a decrease in total billing, making the system more cost effective.

- The client had an immediate run program that was not QUIKM***, and the only thing it did was to SET BREAK, which the client did not need. The immediate run program was changed to QUIKM*** which eliminates the initial log-on charges. This change made the most significant impact on the client's bill.
- After the IR program was changed, the client was still receiving high TCHs. A ses-



GOING INTERNATIONAL AT THE HANNOVER FAIR

More than 60 representatives of the international press corps attended GE Information Services' press conference at the Hannover Fair in April. Included were representatives of *Die Welt*, *Frankfurter Allgemeine Zeitung*, *Industrie Magazine*, *Wirtschaft Woche*, *Spiegel* and other prestigious European newspapers, economic press, and business magazines. "The Hannover Fair is the largest technology trade fair in the world," said Ruann Pengov, vice president and general manager, Business Communication Operation. "It draws 120,000 people from across Europe to the exhibits, which is just incredible.

"Every major computer, electronics, communication, and technology company is represented. So it was a wonderful opportunity to be featured at the GE Information Services exhibit," she said. Ruann explained that Norbert Quinkert, region manager, Germany, thought that this would be an excellent year to highlight Office Communication products, especially PC Mailbox, WPXchange, and the QUIK-COMM System.

The April 19 press conference provided the opportunity to highlight the worldwide availability of WPXchange and Personal Computer Mailbox. WPXchange has three capabilities—a global document storage, processing, and retrieval capability; a document format code translation capability; and the capability to access the QUIK-COMM System global electronic mailbox service, subject to local country tariffs and restrictions.

PC Mailbox is oriented to the way a user actually works at his desk. Using a simple command system, users create, store, and organize messages off line, then, when the messages have been prepared, send them via QUIK-COMM to another mailbox on the system, at a lower cost than sending a message interactively. PC Mailbox allows the user to log on automatically to QUIK-COMM and send messages, and it can also be used in an unattended mode.

PC Mailbox can be used as a terminal to communicate on-line with applications and with data base services. It can send and receive binary data files,



Norbert Quinkert, region manager, Germany, (left) and Ruann Pengov, vice president and general manager, Business Communication Operations, talk with Heinz Dieckmann, editor of *Handelsblatt*, Germany's biggest financial newspaper.

COST SAVINGS PROGRAM REPORTS PROGRESS



Joseph Aichele, Office Communication manager, Germany, explains PC Mailbox to prospects.

word processing documents, or microcomputer programs, and it can be locally tailored to access QUIK-COMM via a public data network.

"We also took the opportunity to tell the press," Ruann continued, "about our business relationships with WANG Laboratories, Inc., Apple Computers, and other vendors."

Ruann explained that the Hannover Fair and press conference provided an excellent opportunity to kick-off a European sales acceleration program. "While some of us were at the Fair, Charlie Stambaugh and Mark Alexander trained 20 people from all over Europe on the support and roll-out of WPX-change internationally," she said.

"Olavs Ritenis, our international sales manager, has arranged for us to make sales calls on some of our large international clients, where he feels that talking with someone from OCO would help make the sale. We also met with the International Sales & Services Operations staff to make them more aware of our offerings as we roll them out internationally.

"We feel that was a perfect time for us to emphasize that we are an international business," Ruann said. "You know, every one of our major clients is an international corporation; we offer QUIK-COMM in eight languages; and this was an excellent opportunity for us to get international exposure."

Since the program began in April, Dan Miller and I have worked to follow up the nearly 300 suggestions submitted to Walt Williams by employees from throughout the organization. The suggestions cover nearly every aspect of the business, and Dan estimates that the cost containment actions that have been taken so far should result in a \$15 million savings to the business by year end. Managers who have reduced their operating budgets and everyone who has made suggestions can feel proud of this accomplishment.

The savings suggestions that have contributed to this reduction include severely reducing the use of temporary employees, rigidly controlling hiring and replacing employees, implementing innovative recruitment techniques to reduce hiring costs to the minimum, eliminating most intracompany meals, eliminating the use of non-company facilities for meetings, tightening up of air travel and mailing costs, closing the employee store in Rockville, reducing the subsidy to the Rockville cafeteria, and cutting down on unnecessary paperwork.

Financial analysis and sharp purchasing resulted in an outstanding example of cost savings. We are saving \$1.4 million in '85 and will save \$1.8 in '86 on Codex modems. Another example is the installation of an in-house PBX system to be installed in the Maryland Center and Twelve Oaks in March of 1986. This will save \$1.14 million over the existing telephone system between 1986 and 1990.

I would like to encourage everyone to continue to think up and send in cost savings ideas. Every suggestion that comes in is sent to the manager who is most appropriate. That manager evaluates the suggestion and implements where possible. The manager then sends his response to the suggestion back to Dan and me, and we redirect the response to the original suggestor. As you can imagine, the volume of suggestions has led to some delay in processing them, but we are working through the backlog.

I want to emphasize that the suggestion program and the cost saving attitude that it has fostered has been effective in reducing the cost of doing business. We should all be proud of this accomplishment and continue to keep a cost savings attitude.

—Charlie Quatt

DIAL COMM OFFERS REMOTE ACCESS

Users of General Electric Company's corporate telephone system, DIAL COMM, now can gain access to the network from any push-button phone in the continental United States.

The new service, called DIAL COMM KEY, provides GE employees with an easy and economical way to place company business calls while they're on the road, away from the office.

It is administered by GE's Corporate Telecommunications Operation and amounts to the company's own telephone credit card. Holders access the DIAL COMM network by dialing a toll-free 800 number and entering a code, reaching the number they want in a matter of seconds.

Everything a user will need to know is printed on the back of his own DIAL COMM KEY credit card.

Rates for the remote access service compare favorably with other credit card services offered by vendors such as AT&T, MCI and GTE-Sprint, according to Barbara Giusto, project manager for DIAL COMM KEY. And all calls will be billed directly to the employee's company component, streamlining the accounting process.

A DIAL COMM KEY pilot program began last fall in the northeast to test service quality and verify projected economic benefits. Don Parsons, program engineer at CTO, was responsible for implementation of facilities at the Syracuse DIAL COMM node for the pilot program. 800 service installed at Syracuse connects the user to the

node and a piece of hardware called a remote access unit passes the call on to the network.

Systems support for the program has been headed up by Dan Grabowski, manager, network support services. Dan has supervised the development of several systems which monitor and bill DIAL COMM KEY use, quickly identify abuse of the system, and manage the assignment of authorization codes.

A high level of user acceptance and continuing demand for the service led CTO to implement DIAL COMM KEY at the San Jose node in February. The service is being marketed now to company locations on the east and west coasts. Barbara Giusto explained that DIAL COMM KEY will be implemented at the Chicago node by the end of July, at which time service will be available nationwide.

Employees wishing to take advantage of the service should contact their DIAL COMM Coordinator or the Corporate Telecommunications Operation.

FIRST QUARTER REPORT CITES INVESTMENT IN MODERNIZATION

General Electric continues to benefit from its significant modernization investments, Chairman Jack Welch said on April 11 in reporting financial results of the first quarter of 1985. He said that productivity improvements increased operating margins to 9.7 percent of sales in this year's quarter compared with 9.2 percent a year ago.

Welch reported that sales in the first quarter of 1985 were \$6.20 billion, compared with the \$6.58 billion for the 1984 quarter which was the last period to include results of GE's former affiliate, Utah International, and the housewares operations. Adjusting for these dispositions, sales were level with last year's first quarter.

General Electric's earnings were \$511 million in the first quarter of 1985, Welch said. This compared with \$485 million for the first quarter of 1984.

Commenting on the results, Mr. Welch said: "All of the company's major business segments contributed to the increase in earnings from 1984's very strong first quarter.

Non-competitive U.S. Dollar

"Short-cycle markets, particularly those related to consumer spending, were more sluggish in the current quarter than we had expected. GE, like much of corporate America, continues to feel the negative impact of the non-com-

petitive U.S. dollar: export sales are down; translation of foreign business results to the U.S. dollar lowers earnings; and the accelerating momentum of imports is impacting a broader array of the company's domestic businesses.

"The U.S. economy continues to send conflicting signals. Some sectors, such as automobiles and defense, are still exhibiting growth, and housing-related markets remain at relatively high levels. Commercial and industrial markets are mixed, with more down than up.

"In late March, General Electric was indicted on charges that our Aerospace business filed \$800,000 of incorrect charges during the March-November 1980 period. As a result of the indictment, GE's eligibility for new government contract awards was temporarily suspended.

"General Electric has made submissions to the Secretary of the Air Force which we believe will provide the basis for prompt resolution of the issues and a decision to remove the suspension. On that basis, there should be no significant impact on our financial results."

NEW AND REVISED DOCUMENTATION

MARK*NET™ ASYNCH VAN PRICE SCHEDULE RELEASED

GE Information Services released a new price schedule for MARK*NET Asynchronous Value Added Network Service. Effective April 1, 1985, the price schedule (publication 3818.10A) applies to the U.S. and to Puerto Rico.

The new MARK*NET VAN asynchronous price schedule details specifications and charges for: input/output characters, terminal connect time, the large-volume non-prime-time discount plan, dedicated access service for single and multiple terminals, MARK-LINK® minicomputer network access, host interfaces, administrative costs, and SIM-WARE software. Where relevant, the price schedule notes installation as well as monthly charges.

PC MAILBOX 2.1 SUPPLEMENT PUBLISHED

The newly published *PC Mailbox Supplement* (Version 2.1) enhances explanations provided in the *PC Mailbox User's Guide* (publication 3410.29A). Most important, the supplement reviews changes in the software that are reflected in Version 2.1.

Topics addressed in the supplement include: backup diskettes, PC Mailbox installation, PC basket, the QUIK-COMM™ system interface, and various PC Mailbox functions and constraints.

The supplement is publication 3410.29A-1.

PC Mailbox 2.1 software packages also are available and include the User's Guide and new supplement. Remember that internal orders are made via a materials re-

quest and client orders via Mailbox using item code GPCQK021.

Exchange procedures allow the return of Diskette 1 of 3 (only) and receipt of new PC Mailbox 2.1 diskettes along with the supplement. Exchange requests will be accepted through September 1, 1985. Such requests should be sent to: GE Information Services Document Center, 15700 Crabbs Branch Way, Rockville, MD 20855, ATTN: PC Mailbox Update.

QUIK*WARE™ STARTER KIT PRODUCED FOR FIELD TEST

An entirely new package has been created for the QUIK*WARE product field test. Designed for utility and market appeal, the kit's file-box package provides storage for invoice files, agreements, and other information generated by QUIK*WARE.

The starter kit also includes a User's Guide and the QUIK*WARE diskettes. The new Starter Kits are to be tested along with the software and are available only to field test users until the product goes commercial later this year.

DISPATCH™ PC SYSTEM DOCUMENTS AVAILABLE

DISPATCH PC is a distributed order processing and inventory system that uses new technology to integrate microcomputers with existing marketing, sales, or engineering support systems. DISPATCH PC is designed for use by companies with small to medium sized warehouse operations, dispersed over a wide geographic area.

DISPATCH PC is designed to help improve customer service, reduce inventory costs, and decrease operating expenses without the disadvantages associated with traditional methods of extending data processing to remote locations. System modules include order service and inventory control.

DISPATCH PC integrates the IBM* PC/XT or AT with current client systems via Applied Telecommunications Service.

The DISPATCH PC system is described in the *User's Guide* (publication 5302.98) and the *Product Profile* (publication 5302.97).

MARK III™ FOREGROUND SERVICE SUPPLEMENTS PUBLISHED

The *MARK III Foreground Command System Supplement* (publication 3501.01Q-1) is to be used in conjunction with the *Command System Reference Manual* (publication 3501.01) and describes new and enhanced commands. This supplement also explains the new MARK III Service 3270 support and several other additions and changes to the *Command System Reference Manual*.

The *MARK III Foreground Service FORTRAN 77 Supplement* (publication 3106.01D-3) is used with the *MARK III FORTRAN 77 Reference Manual* (publication 3106.01). The *FORTRAN 77 Supplement* addresses: logical alternate returns, the password retry subroutine, the modify random files subroutine, FORTRAN run-time feature options, and the FORTRAN Production System.

The above features had been documented previously in New Capabilities booklets in 1983 and 1984.

UPDATED VERSIONS OF REFERENCE DOCUMENTS PRODUCED

The latest quarterly edition of the *Publications Price List*, effective April 1-June 30, 1985, is now available (publication 402.01AQ). The *Publications Price List* details technical documentation, software packages, and promotional items available for customer use and notes their respective prices.

The most recent quarterly edition of the *International Access Directory*, effective April-June 1985, lists national and international sales offices and their access numbers for various MARK III Service offerings. The current *International Access Directory* is publication 1401.01AX.

The latest *Internal Publications List*, formerly the *Market File Publications List*, is for internal use only. Effective May-August, 1985, the *Internal Publications List* (publication 001.09AF) describes available company documents—e.g., sales agreements, price schedules, documentation, training items, brochures—and supplies current publication numbers and revision letters.

NEW PROGRAM MATCHES GIFTS TO APPROVED CHARITIES

A new General Electric Foundation gift-matching program will enable employees and retirees to double the amount of their tax-deductible contributions to charitable organizations which are approved in advance by the foundation trustees. The new program allows employees and retirees to nominate organizations for consideration for gift-matching approval by the trustees.

Once an organization has been approved for gift-matching, forms similar to that used for the Corporate Alumnus Program will be available through the Employee Relations office to employees interested in the "More Gifts... More Givers" program. Contributors will send their checks with properly completed gift-matching forms to approved organizations. The organizations will certify the gift and forward the form for gift matching to the GE Foundation.

Thirty years ago the GE Foundation established the first corporate employee gift-matching program, the Corporate Alumnus Program. Under CAP, recipients are limited to institutions of higher education, and contributors must be related to the school through their own present or past attendance or that of a member of their immediate family.

The new program, called "More Gifts... More Givers," will match contributions to any organization recognized as a public charity by the Internal Revenue Service and approved in advance for gift-matching by the foundation trustees. The new program will win the interest of many employees who have not participated in giving under the Corporate Alumnus Program. However, some organizations are not eligible. They include:

- Those to which employee contributions are already

matched in whole or in part, such as colleges and United Way agencies (or organizations eligible for United Way support).

- And, organizations which have as their aim the support of political parties or candidates, or the propagation of a religious faith or creed.

To nominate a charity for gift-matching, employees may obtain an application from the Maryland Center stationery room. The completed form must be submitted along with endorsement by Employee Communication, Maryland Center 01B, as to the organization's eligibility for the program, its purpose, and evidence of employee interest in supporting it.

Once endorsed, nominations of eligible organizations will be forwarded to the GE Foundation where they will be considered by a program committee for submission to the trustees. Organizations will be submitted for approval at each of the quarterly meetings of the trustees. Lists of approved organizations will be publicized after each meeting of the trustees. Approved organizations will remain eligible for matching until removed by the trustees for lack of employee interest, loss of tax exemption, or other reasons.

The foundation will match employee and retiree gifts to approved organizations of \$15 or more on a dollar-for-dollar basis. The annual maximum for gift matching will be \$7,500 per participant for the combined Corporate Alumnus Program and the new "More Gifts... More Givers" program. Individual organizations may not receive more than \$20,000 in matching gift payments in any one year without additional specific approval of the foundation trustees.

WORTH NOTING

ROSE HAMPTON, JUDGE ALLEN HONORED AS BLACK ACHIEVERS

Two GE employees were honored in March by being named Black Achievers at the annual "National Salute to Black Achievers in Industry" dinner. They are Rose Hampton, manager of insurance services for Monogram General Insurance Agency in Stamford, Connecticut; and Judge Allen, manager of relations, organization, and staffing for the Aerospace Marketing Operation in Washington, D.C.

Sponsored by the Harlem Branch YMCA, the Black Achievers project was created to recognize outstanding achievement by minority persons and to provide role models for minority youth.

HOME-BUILDING COMPANY OFFERS NEW GE SYSTEM

Ryan Homes, Inc., one of the nation's largest commercial home builders, is now offering GE's new HomeMinder™ home control system as standard equipment in all its 1985 homes.

The agreement between Ryan and the Consumer Electronics Business Operations could total as many as 8000 units. The arrangement "marks the beginning of the all-electronic home" for the average consumer, says JoAnne Volakakis, CEBO's Home Control manager.

The HomeMinder™ system uses the TV set as the "window" for controlling household lights, appliances, heating, cooling, security, and other functions. The system virtually can run the modern household by adjusting temperatures, dimming lights, turning appliances on and off at specific times, storing messages, and displaying impor-

tant dates and appointments. It even can be programmed by telephone when the homeowner is away.

REG JONES ELECTED TO U.S. BUSINESS HALL OF FAME

Reginald Jones, chief executive officer of General Electric from 1972 to 1981, has been elected to the U.S. Business Hall of Fame. He is one of only 95 men and women to have received this honor.

Started in 1975, the Hall of Fame is sponsored by Junior Achievement, a U.S. organization that teaches young people about private enterprise. The laureates are chosen by *Fortune* magazine to honor "those individuals who have made outstanding and enduring contributions to improving the products, processes, the efficiencies, and the human relations of business."

Fortune said Jones "distinguished himself time and again as an extraordinarily talented troubleshooter... His masterful command of strategic planning and financial controls enabled GE to survive the hard times in fine style."

Walter Cronkite was master of ceremonies at the award presentation in Cleveland.

NATIONAL ACADEMY OF ENGINEERING ELECTS TWO FROM GE

Fred Luborsky, a physicist at Corporate Research & Development Center in Schenectady, N.Y., and Bob Hawkins, general manager of the Aircraft Engine Business Group's Lynn Product Operations, have been elected to the National Academy of Engineering. This is the highest distinction which can be con-

WORTH NOTING

continued

ferred on a professional engineer.

Luborsky was cited for "the understanding and development of fine particle magnets and plated wire memories, and important contributions to the study of the metallurgy and magnetic properties of amorphous alloys applicable to a wide range of magnetic devices, particularly power transformers."

Hawkins was honored for his "sustained outstanding contributions to engine design and inspired leadership in the development of gas-turbine technology."

MEDICAL, DENTAL CLAIMS DEADLINE EXTENDED TO JULY 1

June 29 would have been the normal deadline for all claims for expenses incurred in 1984 that are covered under the comprehensive medical-expense coverage of the GE Insurance Plan and under the Dental Assistance Plan. However, because the deadline falls on a Saturday, the deadline has been extended to Monday, July 1.

The two GE plans call for all claims to be submitted within 180 days of the end of the year in which they were incurred.

PAI PREMIUMS DROP DRAMATICALLY

The cost for employee coverage under the GE Personal Accident Insurance Plan will go dramatically downward in the policy year ahead. PAI's monthly premium rate for employee coverage will drop from 30 cents for each \$10,000 unit of coverage to 17 cents for each \$10,000 unit.

The monthly rate for dependent coverage under PAI will also drop even more dramatically. It will go from 39 cents for each \$10,000 unit of coverage to 13 cents per \$10,000 unit.

The new rates apply to the policy year beginning July 1, 1985.

Coverage under the employee portion of PAI is purchased in blocks of \$10,000 up to \$100,000, or up to five times annual pay. Spouse coverage is also purchased in blocks of \$10,000, and there is \$2,000 in coverage for each dependent child for each \$10,000 of spouse coverage. Spouse coverage can go as high as \$100,000.

Those who have coverage under either or both parts of PAI will have that coverage continued automatically. Those who wish to begin or change coverage should contact their payroll processor at Corporate Pooled Services.

Sales Professionals

To get ahead, you have to meet the competition head-on.



And you have to do it the way Software International does it. Every day of the week. If you don't, you might still be around in 1990, but you won't be an industry leader.

Software International. Fifteen years ago, SI helped create the Mainframe Applications Software industry. Today, we're ready to extend our lead over the competition through a dynamic product line of financial software applications packages.

We are building a highly motivated team of Sales Professionals backed by an outstanding sales management and technical support organization throughout the USA and Canada. Our sales quotas are realistic and our product mix diverse, offering you the opportunity for high earnings potential. We sell and service the complete line of financial applications (General Ledger, Accounts Payable, Accounts Receivable, Fixed Assets, Payroll HRMS) on IBM Mainframes, System 38 and System 36, WANG VS, HP-3000, DEC VAX and Sperry. Positions are now available if you have the following credentials:

Account Executives and Sales Reps

- Proven record of sales performance
- Applications software experience
- Self-starter
- Aggressive but professional
- Familiar with vendor hardware supported

Pre-Sales Support Representatives

- Proven experience in supporting sales efforts in the application software industry.
- Work with clients/prospects to establish needs and/or systems requirements
- Good presenter to end users and D.P. professionals
- Have the ability to work with Financial Vice Presidents and Directors
- Are accustomed to earning a lucrative commission, in addition to your salary

All positions require good written and verbal communication skills, financial and accounting backgrounds.

As a member of the General Electric family of companies, Software International is a leadership company looking for people who want to lead.

So if you're looking for solid career advancement opportunities, get behind the company that meets the competition head-on 365 days a year.

Send resumes to: Barry Depew, Manager, Software International Staffing, c/o GE Information Services Company, Dept. 232527, Morristown, N.J. 07960.



SOFTWARE INTERNATIONAL

Equal Opportunity Employer

You will be seeing this ad in major publications around the U.S. over the next three months. It is designed to help Software International recruit the sales and marketing people that they need.

PERSONAL SHARE STATEMENTS OUT

Last month, GE distributed Personal Share Statements to employees giving details of their participation in the full range of GE benefit plans. These Statements are similar to those distributed in previous years but are updated to show information based upon pay rates, pension credits, employee savings, and other data as of December 31, 1984.

The Statements will include important and useful information concerning health, life and disability insurance, accumulations in the Savings and Security Program, and estimates of retirement income.

Unfortunately, because of problems related to changes in benefits reporting procedures and the conversion of payroll from Information Services DSO in 1984, Statements for some employees are incorrect. These incorrect Statements are being held by DSO payroll and will be sent to employees after all corrections have been made. This work is expected to be completed no later than August of this year. Employees whose Statements are being held for correction were so informed by DSO payroll in May.

MILESTONES

Congratulations to the following employees who celebrated service anniversaries in May:

30 years

Schenectady
Norman Dagostino

25 years

Milford, Ohio
Reba Nevil

20 years

Atlanta
Joan Zappia

Rockville
Jacob DeBruin
Dorothy Hevey

15 years

Colony New York
Donald Stalpinski
Dearborn, Michigan
Randey Hardick

10 years

Rockville
Joan Fitzpatrick
Michael Venditti

5 years

Albany
Trevor French
Donald Parsons
Brook Park
Duane Bartholomew
Burlington
Fred Paradise
Dallas
Robert Payne
Morristown
Paul Herzog
Oakland
Verna Wong
Palo Alto
Karen Thompson
Paramus
Paul Hart
Rockville
Lydia Dawson
Karen Pitelka
Marilyn Robinson
Sylvia Robinson
San Francisco
Brian Chinn
Stamford
Deborah Cinque

APRIL S&P PRICES

Here is the report on the prices for GE Stock, Mutual Fund, and Holding Period Interest Fund used under the Savings and Security Program to credit participants' accounts.

The Long Term Interest Fund price for the last day of the month is also shown, as well as year-to-date annual income rates for both the HP and LT Funds.

Month	Stock Price	Mutual Fund Price	Price	Holding Period Fund				Long Term Fund	
				YTD Annual Income Rate (a)				Price	YTD Annual Reinvestment Income Rate
				1982	1983	1984	1985		
January	\$ 60.364	\$33.181	\$10.00	16.5%	13.6%	13.2%	12.6%	\$11.03	10.9%
February	\$ 63.447	\$34.967	\$10.00	16.7%	13.7%	13.2%	12.7%	\$10.80	11.2%
March	\$ 61.881	\$34.453	\$10.00	16.7%	13.7%	13.2%	12.6%	\$10.51	11.2%
April	\$ 59.696	\$34.637	\$10.00	16.7%	13.7%	13.2%	12.7%	\$10.64	11.0%

(a) The "announced" HP Fund Rate was 16.25% for 1982, 13.25% for 1983, 12.75% for 1984, and 12.50% for 1985.

parting shot

VISITING 'THE HEART OF THE DRAGON'



May 6 marked the opening of a new GE-funded series on public service television stations across the country. It's a series that will have strong interest for Americans because the subject of the series—China—is of growing importance to the U.S.

The new series is called, "The Heart of the Dragon." It is a rare, intimate look at China today—its peasants, factory workers, Communist Party leaders, artists, scientists, even millionaires. The series opens on May 6 at 8 p.m. (ET) on the Public Broadcasting System (PBS) under a General Electric grant to MacNeil-Lehrer-Gannett Productions and South Carolina Educational Television. Robert MacNeil and Jim Lehrer, co-anchors of PBS' "MacNeil/Lehrer NewsHour," will introduce and close each hour-long episode of the 12-part series. Filmed on location in China during 18-months of 1981-83, "The Heart of the Dragon" has as executive producer Peter Montagnon, who also produced Kenneth Clark's "Civilization."