

# UPDATE

News and Information for GE Information Services Employees

November 9, 1984

## Only you can keep the spirit alive

"Get everyone to participate and contribute just 10 percent more than they did last year, that's my goal for 1984," said Gary McIrvin, 1984 United Way Chairman for GE Information Services. "Last year, we qualified for a gold award. It would be excellent to improve on that."

The annual drive began on November 1 and will continue through November 21. The 1984 theme is "Keep the spirit alive," and the United Way is seeking to better their last year's record year of \$39,000,000 raised, which made it the sixth largest campaign in the country.

Raising that money last year allowed the United Way to provide funding for 200 United Way agencies in Washington, D.C., Montgomery, Prince George's, Arlington, Alexandria, Fairfax, Prince William and Loudon counties. These agencies provided a wide array of human services to nearly one of every three people in the area.

General Electric Company strongly supports the United Way. Donations are actively solicited, and GE Information Services

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## 1984 Phillippe Award to Julius Pirrone

"I was really surprised to get the award," said Julius Pirrone, data communications analyst, Engineering Department. "If you like something you're doing, it's easy, and you don't expect to be rewarded for doing something easy."

The 1984 Gerald L. Phillippe Award for Community Service was awarded for Pirrone's activities in the Jack B. Wright Explorer Post 635 of the Boy Scouts of America. He has been active with the post since it was founded 15 years ago. Pirrone is one of 28 Phillippe Award winners throughout General Electric. GE Information Services President Walt Williams presented his award to him on November 5.

In 1969, the Boy Scouts of America came to General Elec-

tric's Telecommunications and Information Processing Operation (TIPO) in Schenectady for assistance to start an Explorer Post specialty program.

The Boy Scouts of America wanted to build up participation in the Explorers through posts dedicated to special interests. Then-TIPO General Manager Jack B. Wright accepted the challenge and the first specialty post was founded.

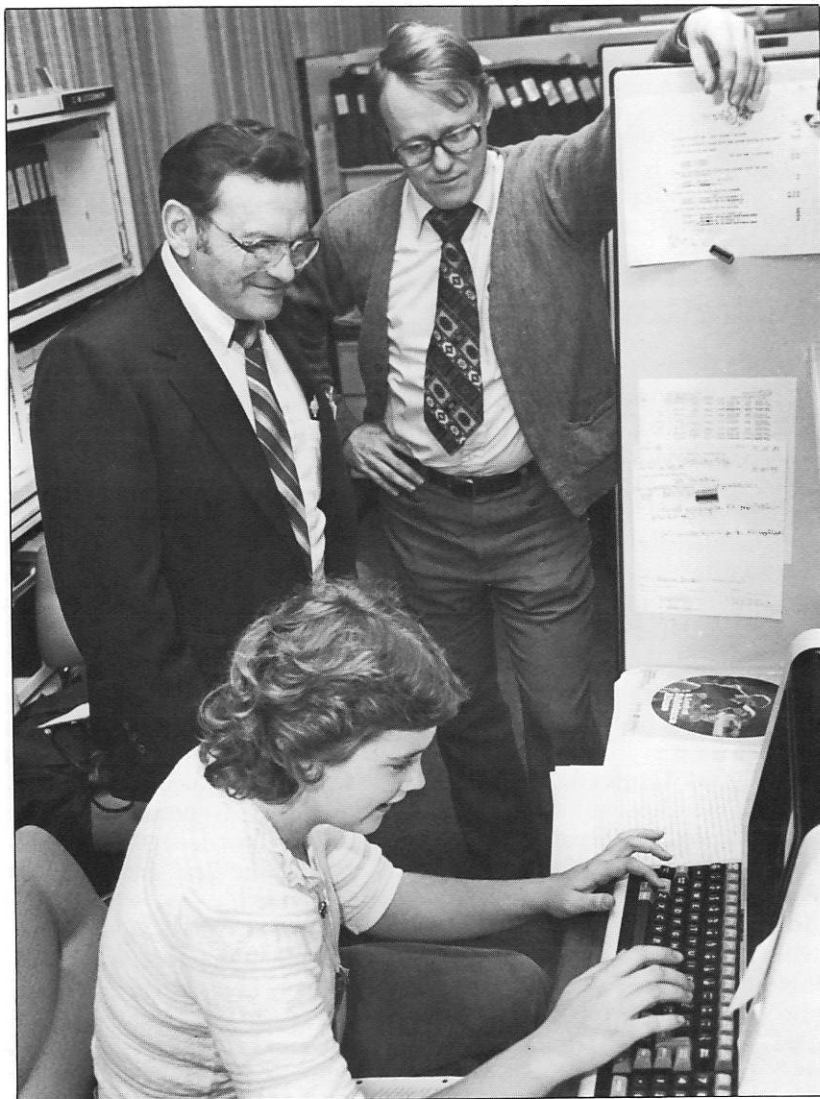
The post is dedicated to telecommunications and computers. Volunteer instructors from GE Information Services use GE equipment to teach the Explorers Basic, Fortran, and Cobol in the Schenectady facility. "And we are going to get into other languages like 'C'," Pirrone added.

"Julius is completely dedicated

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From left: Julius Pirrone, Walter Peretti, and Doug Cole exploring the main computer room.



Julius Pirrone (standing left) and Clifford Gammons work with Jill Rhinehart on a video terminal.

### PHILLIPPE AWARD

*cont'd. from p. 1*

to the Explorers," said Dan Tuten, manager, GCOS Systems, Engineering Department. "He has recruited everyone in Schenectady to help instruct his Explorers."

"I wish I could share this award with Harold Sadler," Pirrone said. "Both he and I have worked to keep the post going. We have recruited many others to teach the explorers and without all the others who work with the post, it would not survive."

The post meets each Thursday night of the school year for an hour and one-half of instruction, followed by a business meeting. "We don't just work, though, we also play computer games," he noted.

The Explorer Post's membership is made up of 25 to 30 (al-

though Pirrone said he has a tendency to let the number of members creep higher) high school seniors who are interested in computers. The goals of the post are to foster the ideals of the Boy Scouts of America as well as introduce the Explorers to the world of computers, career opportunities in the field, and GE. The leaders of the post have accomplished their goals: historically, more than 90 percent of the post's members go on to college, and more than 50 percent of the alumni enter computer-related fields.

The post's leaders have been recognized for their efforts. It has twice received the "William H. Spurgeon III National Council Award," the highest award a post can receive.

The Explorers have used their

skills to help their community through two projects: the Schenectady Schools Career Survey and the Schenectady County Fire-matics Inventory.

The Schenectady County Schools Career Survey, the first community project of the post, generates career reports useful for school guidance counselors and other interested people from the career survey sheets filled out by area high school students. The Fire-matic system maintains a complete countywide inventory of all fire equipment. Reports are issued once each year to the Schenectady County Fire Coordinator, who then distributes them to all station chiefs in the county. The system allows each station chief to know where to find special equipment in an emergency.

In addition, each year the Explorers put on a computer demonstration at a local shopping mall. "It is a career awareness activity. We show how a program is written and answer questions. We give away biorhythm charts and Snoopies for the kids—that gets people interested," Pirrone said.

The Explorer Post has achieved a number of firsts. Along with being the nation's first specialty post, it was also the first post to become co-ed. "At first, we had girls as associate members only. That was twelve years ago, and then the post went co-ed and was instrumental in changing the Explorers' charter to co-ed."

Pirrone points out that the post's activities are wider than computers alone—they also go camping each year.

"Harold Sadler and I along with all the volunteer instructors have spent a lot of time over 15 years working with the Explorers. We have even had some of our graduates come back and teach. We have used a lot of expertise, and management has supported us," Pirrone said.

"I try to attend all the meetings, though I missed one about two years ago," he said. "I enjoy being with these people."

# Big Apple press conference unveils Tenant Services, new office integration products

Some 43 representatives of the New York and computer industry press were in attendance when GE Information Services unveiled sophisticated new products on October 18. *The Wall Street Journal*, *Fortune*, *Computer World*, *Communications Week*, and *MIS Week*, among others, heard detailed reports on Tenant Services, Telex Access, and WPXchange.

## Tenant Services

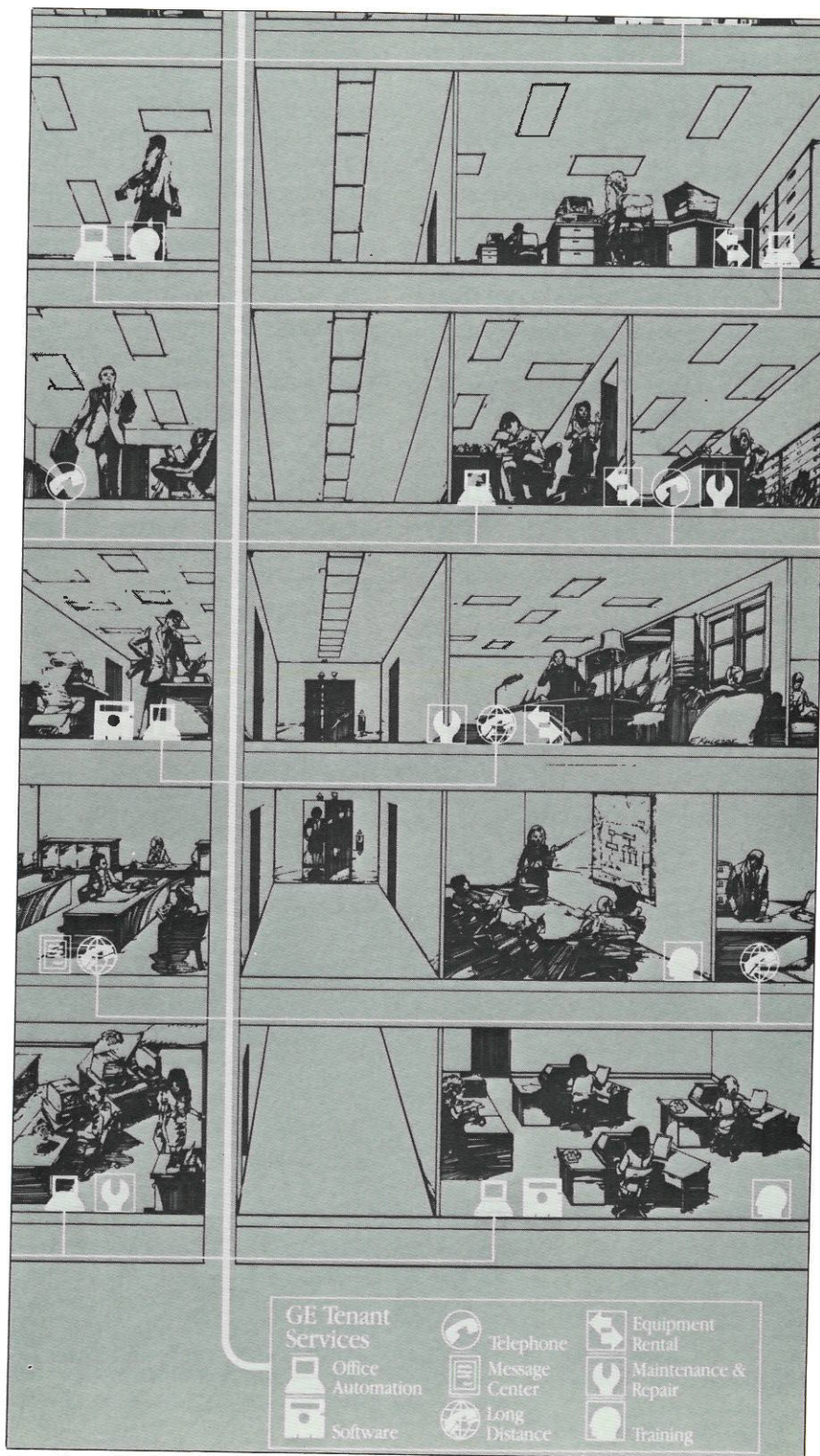
John Hamann, manager, GE Tenant Services, announced Integrated Communication Services Operation's entry into the Tenant Services business and the formation of business relationships with three major component vendors to serve that market—MCI, Wang Laboratories, Inc., and InteCom.

To provide comprehensive information management and telecommunications services for the commercial office building market, MCI Communications Corporation is providing low-cost, high-quality long distance telephone service. Wang Laboratories, Inc., is providing office information processing resources. And InteCom is providing its third-generation, integrated voice and data PBX system. GE Information Services will provide its value-added network, Professional Services, and Office Communications.

"We believe we are uniquely positioned to offer multi-tenant services with an end-user, solutions-oriented approach," Hamann said. "Our competitors say service, when they really sell products. Tenant Services is a services business—not a product business."

Hamann explained that Tenant Services is a unique combination of telephone, information proc-

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How Tenant Services work.

## PRESS CONFERENCE

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essing, office automation, and communications products and services provided by a single source. These products and services are then offered to tenants of multi-tenant office buildings on a pay-by-use basis.

"In practice," Hamann said, "Tenant Services involves at a minimum basic telephone service—phone sets, local lines, and long distance lines—delivered through a PBX system in a building. Using the InteCom IBX (Integrated Business eXchange), a host of enhanced features also can be made available to tenants."

Of course, all of GE Information Services' computing services including MARK\*NET™ Service, and the QUIK-COMM™ System, will be available through Tenant Services.

Initially, Tenant Services is being offered in six major markets—New York, Chicago, Los Angeles, Dallas, Atlanta, and Denver—for buildings of 400,000 square feet (typically 20 stories)

or more, for reasons of economy of scale.

"GE is looking for a few good buildings to showcase an installation," Hamann said. "We're evaluating a few now and we'll be considering others as well."

"In a GE Tenant Services commercial office building, we'll have a Tenant Services Center with a full-time manager who will know the tenants and their needs personally, will coordinate the resources required to provide the services they want, and will suggest both standard and custom packages of products and services with on-going value and low cost to each tenant," he said.

### Telex Access

The December 1984 availability of Telex Access, an interface for the QUIK-COMM System, was announced by Ruann Pengov, general manager, Office Communication Operation.

"This action opens our network to over 1.5 million Telex addresses and users via the interconnected Telex networks," Pengov said.

Of the 1.5 million users, about 140,000 are in the United States. International and domestic companies are switching to more efficient and cost-effective electronic mailbox services, but many companies, particularly those with high volumes of international traffic, still rely heavily on Telex. Also, there are situations where communications to and from Telex terminals are the most appropriate.

QUIK-COMM Telex Access allows U.S.-based QUIK-COMM users to send messages via QUIK-COMM to Telex terminals and addresses in the U.S. or overseas. GE Information Services will be negotiating with foreign governments and regulatory agencies to provide a QUIK-COMM-to-Telex access from overseas locations.

"The unique value of the GE Information Services Telex Access offering is that no mailbox service surcharge is added, and clients are charged only at Telex rates. Also, our clients deal with only one vendor and receive only one contract, one charge, and one bill," said Pengov.

Complete conversion to the QUIK-COMM System can save measurable costs per message over Telex. The new QUIK-COMM Telex Access will allow Telex Access users to communicate to Telex locations using the Telex addressing scheme, save messaging costs, and leverage investments in existing Telex equipment.

"To offer this capability, we have formed a relationship with TRT Telecommunications Corporation, an international and domestic communications carrier," Pengov said.

### WPXchange

"There are an estimated 1 million clusters of word processors in the United States alone," said Charles Stambaugh, marketing manager, Office Communica-



John Marcom, Jr., of The Wall Street Journal, talks with Nancy Jamison, left, Ray Marshall, and Jim McNerney (back to camera).

tions Operation. "And that's not counting personal computers used as word processors, and counting each cluster of word processors as a single unit.

"WPXchange is a major advancement in office communication technology in that it will interconnect dissimilar word processors and PCs and their word-processing software without the drawbacks of other systems," he said.

Linked to the QUIK-COMM System, WPXchange is an information storage, retrieval, and translation capability for word processing. It can make editable documents available to more locations worldwide than any other commercially available system—and with no additional user hardware needed.

WPXchange is available first for Wang VS and Wang OIS Systems, and for IBM Displaywriters and IBM Personal Computers running MultiMate software. Additional systems will be added in the near future.

"With WPXchange, clients can use different devices and still share documents both locally and remotely," Stambaugh said. "It is a 'transparent' system so the end-user does not need to be concerned about what type of device or word processing software the recipient is using. The network will make any necessary translations automatically."

This new service gives users three major capabilities: document storage and retrieval; document translation and a link to the QUIK-COMM System; and global electronic mailbox service.

"GE Information Services is aggressively pursuing its goal of meeting its clients' office communications needs," said. "We see the office as an important market for us, and we are willing to make the large investments in time, money, and effort necessary to be a leader in that environment."

THE WALL STREET JOURNAL, MONDAY, OCTOBER 22, 1984

# It's not who you know.

Or even *what* you know.

It's *when* you know it.

For in a business environment where your next competitor can come from halfway around the world, knowledge alone isn't enough.

The key is getting the right knowledge to the right person at the right time.

That's where General Electric can help.

Call the GE Business Information Center and we'll introduce you to information technologies that can link you to the future.

Systems and services that combine software, hardware and years of experience in teleprocessing. With the ability to provide you with more telecommunications options than you've ever dreamed possible.

Many were developed to serve the most diversified business organization in the world. And they're all available to you.

Value added networking. Electronic mail. Personal computer integration.

Order service. Material sourcing. "Just-in-time" order release. Distributed project management.

Even intercompany computer systems that link you with your customers. Suppliers. Shippers.

And the list goes on. And on. And on.

In fact, more than 6,000 companies—including most of the world's largest corporations—have found GE can provide integrated solutions to information needs.

Which ought to be good reason to call (518) 438-6500.

Because, in the final analysis, *competing* is what *computing* should mean.



(518) 438-6500

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The above full-page ad appeared on October 22 in The Wall Street Journal as part of a new corporate GE advertising campaign. Current plans call for other ads featuring GE Information Services products and services: business logistics, enhanced communications, software products, and electronic mail. Each ad directs prospects to call the GE Business Information Center for detailed information.

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## WORTH NOTING

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### GE looking for new STAR

James Hopenfeld, son of Rosalind Hopenfeld, senior systems hardware engineer, quality assurance, is already attending college as one of 100 winners of the 1984 General Electric Foundation "STAR" Program. Now, the search is beginning for the "stars" of 1985.

The "STAR" (Student and Teacher Achievement and Recognition) Program was initiated last year by the GE Foundation. It provides awards to high-achieving sons and daughters of GE employees and retirees, and recognizes teachers from the high schools attended by the award winners.

No changes have been made this year in any of the provisions of the program. Up to 100 winners will be selected to receive awards of \$1000 each, and an additional \$500 will be contributed to each of their high schools. Each winner will select a teacher to suggest the use of the Foundation's contribution to the school.

Applicants must be seniors in public, private, or parochial high schools during the current academic year and plan to enroll in a full-time undergraduate course of study at an accredited two- or four-year college, university, post-secondary vocational, or technical school. The "STAR" awards are to be used toward higher-education expenses during the recipient's freshman year.

Dependent children of full-time employees, or children of those who retired directly from GE or its majority-owned domestic affiliates, are eligible to compete in the "STAR" Program. Also eligible are dependent children of full-time employees absent with protected service, as well as children of employees who died while in

active service with GE, or after retiring directly from the company.

The Citizens Scholarship Foundation of America, which had the difficult task of selecting the 100 winners from the 1470 outstanding seniors who entered the 1984 competition, will administer the program again this year. The deadline for submitting applications is January 15, 1985. All entrants will be notified by CSFA of the results of the competition on or about April 15.

A brochure which includes an application form and complete details on the "STAR" Program may be obtained from the Maryland Center Mail Room.

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### Third quarter GE results reported

"We are approaching the end of the second year of a recovery, driven initially by consumer durables and housing markets but lately shifting more to a capital spending impetus," said GE Chairman Jack Welch in reporting General Electric's third quarter financial results early in October. "GE's own incoming orders rates are tending to reflect these trends," he added in commenting on the economic outlook. "As we move into the third year of the recovery, most forecasters, including our own, expect the usual slowdown but there is also optimism that inflationary excesses will not return."

Sales of General Electric in the third quarter of 1984 were \$6.72 billion, Jack Welch reported. This compared with the \$6.55 billion reported for the 1983 quarter.

GE earnings in the third quarter were \$564 million compared with \$499 million for the third quarter of 1983.

Sales in the first nine months of

1984 were \$19.97 billion. Sales for the same period in 1983 were \$19.37 billion.

Earnings in the first nine months were \$1.628 billion. This compared with \$1.445 billion for the first three quarters of 1983. The rate of profit for the first nine months of 1984 was just over eight cents on each sales dollar.

Adjusting for the disposition of Utah International and the Housewares business earlier in 1984, sales were up 10 percent in the third quarter and 8 percent for the first nine months compared with the same periods last year.

Commenting on the results, Mr. Welch said: "Continuing solid improvements in earnings, coming on top of last year's strong performance, reflect tight cost controls, substantial reinvestment for productivity and future development, and economic growth."

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### Chicago, Rockville employees test new job system

Professional Services and Marketing & Sales employees in Chicago, and Engineering Department employees in Rockville, will be among the first to test a newly designed, newly developed Program for Individual Careers (PIC). PIC is the self-nomination system for job openings within GE Information Services.

The field test is scheduled to run from November 5 through November 23.

In response to data from the 1984 employee surveys, the old program has been redesigned. With the new PIC, which is only for GE Information Services employees, candidates will apply for openings on-line rather than by mail as in the past.

*cont'd. on next page*

Another new feature is that those who have applied for a position can check on their applications at any time on-line. The computer program will tell them the status of their application and the reason for that status: being

considered, interview is requested, or no longer being considered. Through the surveys employees said there had been inadequate or untimely feedback to nominees with the old PIC.

After the field test, the new pro-

gram is scheduled to be available to all employees on January 1, 1985. Until then, the current PIC program will continue for all employees except those in Chicago and Engineering Department employees in Rockville.

## UNITED WAY

*cont'd. from p. 1*

people have always been leaders among the GE components in the Washington area in supporting the campaign.

"As a business person," said John Pugh, Riggs National Bank's loaned executive to the United Way, "I find that their record of 91¢ of every dollar donated going directly to the agencies makes a big difference. Your money is going where you want—to help people, not to pay administrative expenses. He was meeting with the department coordinators to help them set up the 1984 campaign.

### Gifts deductible

The 75 percent of taxpayers who file the short form may now deduct a percentage of their charitable contributions. In 1984, they may deduct 25 percent of the dollar amount given up to a \$75 deduction. Next year, they may deduct 50 percent of all contributions. Of course, for those who file the long form, the entire contribution is tax deductible.

It is also important to note that four years ago the procedures for contributing were changed to make giving a personal and private commitment. Envelopes are returned with no marking to indicate whether there is a contribution or not.

### Volunteers named

Nearly 75 volunteers at GE Information Services in Rockville



*John Pugh, loaned executive from the United Way, meeting with the department coordinators and Gary McIrvin, left, and Jim Burns.*

are soliciting for this year's campaign. They join over 70,000 others in the National Capital area, who annually volunteer to help the United Way Campaign, the United Black Fund, and their agencies. This campaign is the largest single fund-raising effort in the Washington area.

This year's department coordinators helping with the campaign are: John Flemming, Information Processing Department; Jim Hines, Communications Department; John Hopson, Finance; Sharon Hormby, Software Products/Ventures Business Operations; Margaretta Rothenberg,

Strategic Planning/Operations Integration; Bonnie Sax, National Services Operation; Joe Schmid, Engineering Department; Larry Signora, International Sales and Services Operations; Ileana Slagle, Marketing Services Operation; Sherry Sobotka, Employee Relations; Paul Tilley, GE Accounts and SDC; Ed Wetzels, Marketing and U.S. Sales Operations; and Bettye Wolfe, Legal.

In addition to Gary McIrvin are: Jim Burns, Assistant Chairman; Dee Dee Adams, Secretary; Hal Scheinberg, Treasurer; Chuck Sarich, Facilities; and Polly Barnes, Publicity.



**Blitzed:** Mark Alexander, manager, sales, Office Communications Operation, recently received a management award signed by GE Chairman Jack Welch for organizing and orchestrating this summer's QUIK-COMM™ sales blitzes. "To me, Jack Welch is saying that new businesses are very important to GE and that entrepreneurial risk taking should be rewarded," Alexander said. The philosophy behind the blitzes was the quick integration of the Office Communications thrust into the field, motivating people by having fun selling, and making high level contacts in the Fortune 1000. Some of the statistics on the blitz show how much perspiration went into it and how successful it was: 15,000 letters sent out; over 1300 sales calls completed; hundreds of demos; millions of dollars of other services sold; 70 to 80 closes on the QUIK-COMM System; and 600 to 700 GE people trained on the QUIK-COMM and other Office Communications Operation products. Not bad, considering it was also done on a shoestring.

## On the move

### Agans new vice president, Finance

**Robert M. Agans** became vice president, Finance Operation, reporting to GE Information Services President Walt Williams on November 1.

Agans joined GE in 1968 on the Financial Management Program at the Power Circuit Breaker Department. He joined the corporate audit staff in 1971 and the Plastics Business Division in 1975. He became manager, financial operations analysis for the Far East Area Division in 1978 and moved to GECC as manager, corporate financial planning and analysis in 1980.

Agans, a graduate of Rutgers, joins GE Information Services from his most recent position as

manager, financial operations, for Real Estate Financial Services Division.

**Arnold B. Capstick** has been appointed manager, Maryland Supercenter. He was previously manager, supercenter techniques.

### Marchese named vice president

**Joseph F. Marchese** has been appointed vice president, Telecommunications Planning, Strategic Planning and Operations Integration. In this assignment he will be developing and refining GE Information Services' strategies in telecommunications services markets.

He joins GE Information Services from COMSAT where he was executive director of Corporate Development. Previously he was with IBM where he had extensive experience in the design, development, and program management of telecommunications products,

as well as in directing multinational business ventures.

He is a graduate of Duke University and received his MSEE from Drexel University.

UPDATE is published by Employee Relations Operation, General Electric Information Services Company, 401 N. Washington St. 01B, Rockville, MD 20850, USA for employees. For distribution changes QUIK-COMM: OLOS. For additional copies QUIK-COMM: OLOS, publication number 0305.179.

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



**INFORMATION SERVICES**

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



# UPDATE

News and Information for GE Information Services Employees

December 14, 1984

## 1984 Engineering Department Quality Improvement Program

Early this year, Bob Hench, vice president and general manager, Engineering Department, told his staff of his commitment to quality. He said that while he knew that Engineering was very quality conscious, he was also aware that in a rapidly changing technology, there was always more that could be done to improve the production and delivery of quality products. In February, he assigned Jim Porter to head up a Quality Improvement Program for the Engineering Department. The following article, by Jim Porter, summarizes the work of the program.

At the Department meeting in March, Tom Taylor, manager of quality assurance and I outlined what we hoped to accomplish in 1984. Tom said that the Engineering Department has had an excellent track record over the past 15 years, that what we have pro-

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## Teamwork wins Porsche

On May 16 when GE Information Services Company entered the race for a contract with the German automobile manufacturer Porsche, it appeared the competition was in the fast lane and accelerating.

Few were betting that GE Information Services would have the horsepower to be the winner. After all, the competitor specializes in applications for automobile dealers and distributors and already had won a contract.

The contract was to provide a dealer communications system for 239 U.S. Porsche dealers, link-

ing them with each other and provide car and parts order entry and inventory inquiry, and warranty claims processing. Previously, Volkswagen of America had handled the distribution of Porsche cars and parts in the U.S.

On June 11, after severing their business relationship with the competitor, Porsche signed an agreement with GE Information Services for 250 IBM PC XTs to be linked with an IBM System 38 host processor in Reno, via MARK III® Service. The contract allowed 80 days for the design,

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Tom George and Porsche drive a good deal. Salesman Jack Frizzell (at left) will be using the system.

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## PORSCHE

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development, and implementation of the system. A race of a different sort was about to begin.

### From the start

The story actually began in April when San Francisco-based technical services representative Craig Yamamoto heard a CBS

news report regarding Porsche's organizing a U.S. headquarters in Reno. Unable to find a Reno telephone number for Porsche, he made an inquiry to the GE Information Services office in Stuttgart, Germany, Porsche's world headquarters, using the QUIK-COMM™ System.

The report confirmed, district sales manager Mike McDowell called on Porsche in Reno and learned that a letter of intent to use the competitor's services had been signed. However, Porsche agreed to a meeting with account executive Tom George to discuss their project. In the meeting George learned that the competi-

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## Perseverance paid off

On more than one occasion, the San Francisco-based sales team could have written off Porsche as a lost opportunity.

When tech rep Craig Yamamoto's numerous attempts to get a phone number for Porsche proved fruitless, he contacted the GE Information Services office in Stuttgart, Germany. There, account rep Dieter Weidman contacted Porsche AG, getting the names and phone numbers of key people in Reno. After several months, Weidman also secured a commitment from Porsche to use the GE Information Services network to link Stuttgart and Reno.

When district sales manager Mike McDowell first contacted Porsche's vice president of information systems Tim Smith in Reno, McDowell was told a letter of intent had already been executed, hardware ordered, and software development begun with a competitor.

Nonetheless, McDowell was successful in getting Smith to agree to hear a presentation on GE Information Services new enhanced communication capabilities.

On returning to San Francisco, McDowell teamed up with the local sales and professional services organizations

to develop a strategic plan aimed at winning the Porsche business opportunity.

That plan focused on GE Information Service Company's technological capabilities and the resources that could be pulled together quickly to meet a tight deadline.

Porsche's management liked what they heard, but could not spare the time to develop contingency plans. Tom George, account executive, offered to prepare a no-strings-attached contingency plan, based on Porsche's functional requirement specifications and project schedule, which already existed.

Within a week, Tim Smith called to say Porsche was interested in visiting the San Francisco office to discuss the scope of the contingency plan. At that point, professional services district manager Joel Niemeyer added to the expertise of the MARK III Service and MARK 3000 Service team with several large-scale project managers and business analysts. By the time of the San Francisco meeting, a team of 13 employees were pursuing the Porsche opportunity.

After hearing more about GE Information Service Com-

pany's capabilities and commitment to deliver a system by September, Porsche assigned two of their people to the San Francisco office for a week while the contingency plan was to be written. At the end of that week, Porsche management was first to review the written proposal and then return to San Francisco to discuss it.

Then came the shocker.

At the appointed hour of the meeting on Monday morning, the Porsche people did not show. On calling Reno, Tom George was told the plan was not substantive enough to warrant Porsche's review. George explained that the team would add all the details during a meeting he requested for that afternoon in Reno.

Porsche agreed, and George, McDowell, and Niemeyer caught the first plane out, intent on securing Porsche's commitment to continue the project with GE Information Services as the vendor.

After hearing the options, Porsche selected a MARK III Service approach and signed a letter stating that they would cover any cost incurred by GE Information Services Company on the project.

Perseverance had paid off.

tor's proposed solution was complex and risky, involving numerous vendors.

A ten-person GE Information Services team including Yamamoto, McDowell, and George produced a proposal that emphasized the company's strengths: network, professional services, PC hardware and maintenance, and training capabilities—in other words, a one-stop shop.

As the competitor began to fail in its plan to deliver, Porsche was sold on a GE Information Services contingency plan. Then the competitor's delivery plan slipped from September to December. On June 11, Porsche ordered a MARK III based system to be operational by September 1, with all dealers on line by February 1, 1985.

### Like a well-oiled machine

"A tremendous amount of team work and resourcefulness paid off for us," says Tom George. "Account executive, tech reps, district and region management, and Professional Services worked together like a well-oiled machine to achieve our goal. Also, headquarters broke through red tape on a PC price very quickly."

With a contract in hand, the team had 80 days to get this enhanced communication system up and running to support a \$750 million sales and service operation from Seattle to Sarasota.

Lead project manager Nancy Fugett says the first three weeks were spent with MARK III Serv-

ice's Larry Fruzzetti and a team of specialists who looked at the client's requirements and designed a system to meet those needs. The system was designed so the host computer, an IBM System 38, can access MARK III Service and pull down data collected from dealers' PCs whenever the client wishes (Tim Smith, vice president of information systems at Porsche, coined the term "virtual collector" for the functionality MARK III Service provides). There is also telecommunication between Reno and Stuttgart.

The client had subcontracted the IBM PC application software development with another vendor. It was up to the GE Information Services team, led by program analyst Bill Danyeur, to coordinate that software development. Among other things, they saw that the user manual had to be rewritten, Fugett says.

Also, programmer Brian Hebenner began integrating Softran, a new user-friendly program that allows both downloading and uploading of PC software via MARK III Service.

Jeff Green, installation manager, is coordinating the IBM PC XT installations for each of the 240 client sites, which includes coordinating pre-installation surveys and telephone hookups. Integrated Communication Services Operation (ICSO) does the survey, sets up PCs at each dealership, and provides ongoing maintenance. Before the PCs are shipped, DOS is being loaded onto a fixed disk of each microcomputer.

Dave Abbott, a programmer analyst who is serving as training manager, with the assistance of educational services' Patrick

Kennedy, is responsible for training some 600 people on how to use the system. Training sites are Rockville, San Francisco, and Houston. All 600 are to be versed on the system by the end of January 1985.

Abbott and Kennedy have trained six client services representatives on the system so they can support Porsche dealers. Porsche has provided client services a PC XT so they'll be well prepared to find a solution to any difficulty a dealer might have.

"It's a unique system in that you're building a database and editing at the PC level," Abbott says. "And the total connect time with MARK III Service might be only 20 minutes or so a day for each dealer."

Eleven California dealers, a pilot group, have already been trained and were up and running on the system on September 1 as promised.

When the project is completed, monthly processing revenues are projected at \$75,000. Revenues from Professional Services support are projected at \$500,000 in 1984 and \$200,000 in 1985. The order for 200 IBM PC XTs has generated approximately \$1.2 million.

## ENGINEERING

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duced is good, exceeding our quality goals, and that our clients recognize this. But, he added, we want to do better.

The Quality Improvement Program that was outlined addressed fostering greater product ownership by the developers and developing a high level of quality awareness within the department. To accomplish the first, the traditional role of quality assurance and the development organizations needed to be reexamined. The product support and test functions would be transferred from QA to the development organization. This move would emphasize QA's function of ensuring that quality is designed into the products rather than determining product quality through final testing.

To develop a high level of quality awareness, key quality issues would be brought up, and task groups to address them would be established. A Quality Council was also announced to work with

me to see that the goals were met.

The Quality Improvement Program was based on the Quality Leadership Curriculum, developed by the Technical Education Operation in the General Electric Corporate Consulting Organization. The first phase was to have a one-day workshop for the Engineering Department staff. At this workshop, the managers explored quality concepts and trends, quality requirements to compete in a worldwide environment, the hidden cost of quality, and comparisons against world standards of excellence. The result of this workshop was a list of broad quality issues that should be addressed in order to assure that the quality of our products keeps pace with the expectations of our clients.

The second phase of the quality improvement program was to bring together a team of 20 people from throughout the department to examine these issues that were identified by the managers and to propose meaningful programs to address them. Their analysis of

the issues lead to the following programs:

- **External Exposure** — Our clients are becoming more educated in computers and their expectations of service is broadening. Our programmers need to maintain a close relationship with clients in order to fulfill their requirements better.

- **Personnel Development** — With rapid growth in our profession and the need for many new products from Engineering, there needs to be continued growth in our individual training programs to instruct new people coming into Engineering about the methodology and technology in use. The existing staff also needs to keep pace with the new technology being developed within the industry.

- **Development Tools** — Individual productivity can be improved if the proper tools are used. New tools are developed daily, and programmers in Engineering need to know about them and have an opportunity to make use of them.

- **Specification Methodology** — In order to produce the product right the first time it is necessary to know what that product is supposed to be. The requirement specification plays an important role in defining what it is that the programmer is to produce. The methodology for producing these specifications and the review process should be examined and improved upon wherever deficiencies are seen.

- **Software Development** — The larger systems that are now being produced require the most talented leaders available. Many of our products encompass several disciplines, such as operating systems, communication systems, and personal computers. This complexity requires special skills for the person who will be the technical leader of the project.

Work is now underway in these specific areas. There will be greater emphasis on being sure

cont'd. on next page

## Hardware Standards Manual released

As part of the continuing effort to improve product quality, the Engineering Department has released a "Hardware Standards Manual," which defines the methods for evaluating, developing, and releasing hardware products.

"The manual is a product of the Engineering Standards Program," said Robbie Cooke, manager, Engineering standards program, "and it was produced as a joint effort among systems engineering, MARK III® hardware systems, communications systems hardware, and quality assurance hardware."

Included in the manual are standards and guidelines defining the following aspects of

the hardware product development cycle: project management plans, technical reviews, requirements definition, functional specifications, product evaluation procedures, design practices, design documents, prototype specifications, production unit specifications, test plans, hardware modifications, and product release procedures.

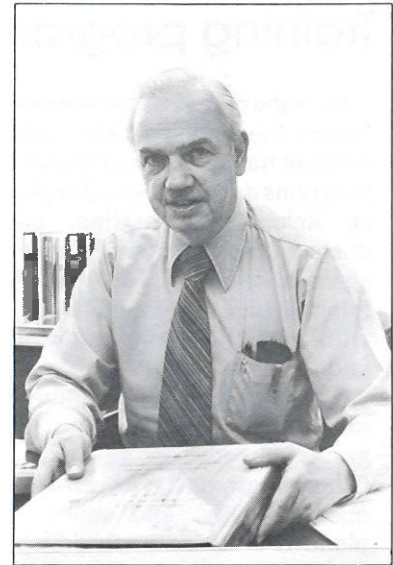
The Hardware Standards Manual can be obtained through OLOS (order number 0000.46) effective immediately.

Other inquiries regarding the manual should be forwarded to Robbie Cooke, QK address COOK or DIAL-COMM 273-5937.

that the product specification is prepared with client needs and expectations in mind. A new organization within quality assurance will be working with the development organizations to help the process of building quality into the product starting with the requirement specification. The Software Engineering Manual, which defines the standards that are to be followed in the development process, is to be reviewed and updated where necessary. The Common Practice instructions are also being revised to reflect new procedures being put in place. Courses are being planned to ensure that all Engineering personnel understand the methodology we are using in the department.

Other courses on our system architecture and new technologies is an ongoing process and will be continually monitored to be sure that the best training is available to our employees. A task group has been formed to look into cataloguing tools currently in use and to survey the industry on useful new tools.

The Quality Council has been invaluable in defining these programs. The members are Helen Hardenberg, MIMS® Systems; Bill Heath, GCOS; Chris Brook, communications; Louise Wolff, applications; Don Ivey, MARK III® Systems; Chuck Stevens, systems engineering; Jim Morgan, quality assurance; and Bill Colbert, MARK 3000™ Systems.



Jim Porter

## Milestones

Congratulations to the following employees who are celebrating service anniversaries:

### October

John Bailo (Schenectady)	30
David Clark	25
Marvin Lewis	25
Harold Moore (Nashville)	20
James Lyons	15
Robert Simmons	15
Gloria Chang	10
Carl Erickson	10
Carol Grish	10
Per Saether	10
David Burgbacher (Brook Park)	5
Perfecto Cobian	5
Stephen Crowley	5
Craig Gilly	5
Leonard Gorden	5
Barbara Jones (Nashville)	5
Fran Rothenberg	5
Michael Townsend (Brook Park)	5
Janet Whitcomb	5

### November

Doreen Hilts	30
John Wallis	25

Bernard Wexler	25
Thomas Rosser (Schenectady)	20
Louis Van Dyck	20
Tony Crisafulli	15
Albert Levy	15
Dennis Thomson	15
William Bates	10
Rebecca Cook	10
David Assmus (Brook Park)	5
Alonza Barker (Brook Park)	5
Frank Billerio	5
Patricia Dunn (Brook Park)	5
Rosalind Ferro	5
Paul Grady (Brook Park)	5
Michael Higgins (Brook Park)	5
Kathleen Hopkins	5
Angel Hernandez	5
Jagdish Kasat (Nashville)	5
Paula Wiltout	5

### December

Jansz Vanderveer (Albany)	40
Jack Mulford	30
Lee Anderson	25
Philip Berns	20
Fred Helms (Schenectady)	20

Donald Burke (Schenectady)	15
Stephen Heil (Albany)	15
Tim Madison	15
James Clement	10
Pamela Dennis (Schenectady)	10
Tahia Herd (Brook Park)	10
Anthony Marcin (Brook Park)	10
Leslie Rice (Brook Park)	10
Terry Rochford	10
Joyce Rose (Brook Park)	10
John Yost	10
Rudy Becker	5
Mattie Blake	5
Sharon Burton	5
Gwo-Chuys Chen	5
Patricia Cox	5
Stephen Felder (Brook Park)	5
Paul Forte	5
William Linker	5
Carolyn Silvey	5
Susan Steele	5
Leonard Stumpf (Brook Park)	5
Kurt Trent	5

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## Training programs address management needs

Over the course of the summer, Jeanne Freeman, manager, management training, human resources programs and practices, Employee Relations Operation, conducted a needs analysis on management training. The result of interviews and group meetings with more than 150 employees and the Employee Practices Survey results identified a number of needs that some training programs already in place met. Other programs have been developed recently, and more are planned to address other identified areas.

The following programs are already in place:

**NEON**—Five-day orientation program for the field; offered by Education Services.  
*Contact:* Lynette Hewlett

**Headquarters Orientation Program**—One-day orientation for new headquarters employees; offered by Education Services (9/84)  
*Contact:* Fred Wood

**Career Strategies**—One-half day workshop and use of an individual planning guide for ongoing career planning; offered by Employee Relations. (9/84)  
*Contact:* your Employee Relations manager

**Project Management**—Four-day program in managing software Engineering projects; offered by Education Services.  
*Contact:* Dave Galegos

**GENESIS for Managers**—Eleven-day program that reviews the consultative selling process and management practices; offered by Education Services. (8/84)  
*Contact:* Jack Hauber

**Technical Supervision and Management**—Five-day program in communications, stress management, time management, and problem solving skills; offered by Engineering training.  
*Contact:* Cher Witt

**Team Building**—Three-day team building process for intact work units; coordinated by Employee Relations. (10/84)  
*Contact:* Jeanne Freeman

"A number of these programs are recent, and they are in response to the issues that have surfaced," Jeanne said. "The various training groups are planning to collaborate to provide more integrated services. We are developing systematic training and development programs for all levels, from individual contributors through general management training. As these systems are put in place, we will be letting everybody know."

The programs slated to be developed are:

**New Manager Orientation** (7/85)  
*Contact:* Jeanne Freeman

**Managing Project Resources** (9/85)—Four-day program focusing on project, time, and resource scheduling; offered by Engineering training.  
*Contact:* Cher Witt

**Business/Financial Management for Managers** (85)  
*Contact:* To be named

**High Performance Management** (12/84)—One-day skill building program covering performance planning (establishing mission, goals, objectives, and work plans), and discussions of appraisals, career development, and salary planning for managers; offered by Employee Relations.  
*Contact:* Your Employee Relations manager or Jeanne Freeman

**Managing in the '80s** (2/85)—Four-day program combining team building, concepts from the New Managers Development Course, and GE Information Services applications. Designed for experienced managers—those with more than 12 months tenure, who have not attended the New Managers Development Course; offered by Employee Relations.  
*Contact:* Jeanne Freeman

## GE employees share \$35.6 million under ESOP

More than 237,000 GE employees are sharing in a total of \$35.6 million in GE stock as a result of the most recent GE contributions to the GE Employee Stock Ownership Plan.

The company payment covers the 1983 plan year. It will result in each employee being credited with \$5.33 worth of GE stock for each \$1000 of his or her GE earnings in 1983. These credits are being added to any previous credits you may have received under ESOP.

GE finances the Employee Stock Ownership Plan under a government-encouraged arrangement. It allows the company to provide an amount equal to one-half of 1 percent of its yearly payroll costs

for the purchase of stock for distribution to employees, thus making virtually all employees stockholders in the company.

### Good tax shelter

Credits go into an employee's ESOP account each fall according to his or her earnings the previous year. The stock remains in each employee's account collecting dividends which are reinvested. An employee receives the accumulated shares at retirement, or when he or she leaves the company for some other reason. The plan makes a good tax shelter since the shares and dividends are not taxed until an employee retires.

The newly announced credits

for 1983 earnings provide participants with an average of 2.7 shares of stock. On the average, an employee who has participated in ESOP credits during the six years of its existence has been credited with an average of 14.3 shares of stock. He or she has also received an additional 2.5 shares as a result of automatic dividend reinvestment, for a total of 16.8 shares.

The current value of the stock received through ESOP by the average employee is about \$1000. The plan first became effective in 1978 and, since that time, GE has provided ESOP participants with a total of 3,423,200 shares valued currently at nearly \$200 million on the New York Stock Exchange.

## October S&SP prices

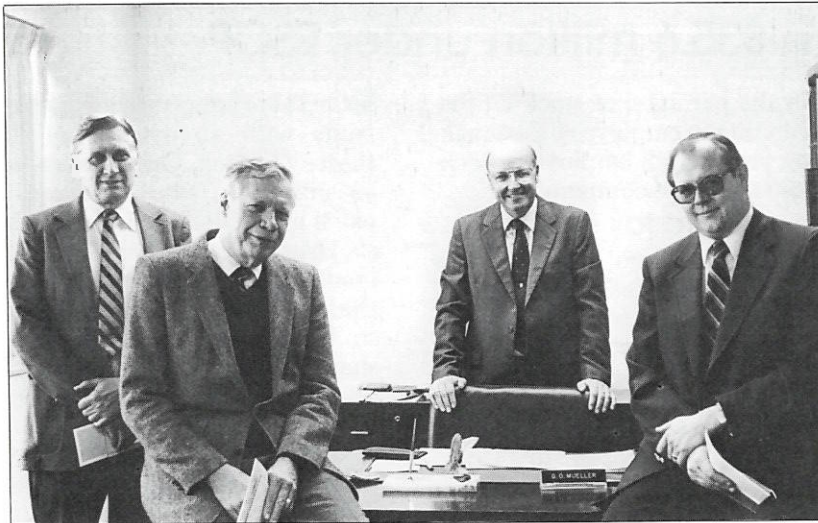
Here is the report on the prices for GE Stock, Mutual Fund, and Holding Period Interest Fund used

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	Holding Period Fund				Long Term Fund		
			Price	YTD Annual Income Rate (a)			Price	YTD Annual Reinvestment Income Rate	
				1981	1982	1983	1984		
January	\$ 56.482	\$32.991	\$10.00	13.2%	16.5%	13.7%	13.0%	\$10.42	11.8%
February	\$ 53.206	\$30.989	\$10.00	13.2%	16.6%	13.7%	13.2%	\$10.30	12.0%
March	\$ 52.188	\$30.915	\$10.00	13.2%	16.5%	13.6%	13.2%	\$10.14	11.7%
April	\$ 53.825	\$30.831	\$10.00	13.1%	16.5%	13.6%	13.3%	\$10.02	11.7%
May	\$ 53.875	\$30.845	\$10.00	13.1%	16.5%	13.6%	13.3%	\$ 9.76	11.6%
June	\$ 53.250	\$30.309	\$10.00	13.1%	16.5%	13.6%	13.3%	\$ 9.67	11.7%
July	\$ 50.756	\$29.953	\$10.00	13.1%	16.5%	13.6%	13.3%	\$ 9.83	11.8%
August	\$ 57.158	\$32.927	\$10.00	13.1%	16.5%	13.6%	13.3%	\$10.00	11.8%
September	\$ 56.658	\$33.236	\$10.00	13.1%	16.5%	13.6%	13.3%	\$10.13	11.9%
October	\$ 56.065	\$33.128	\$10.00	13.1%	16.5%	13.6%	13.3%	\$10.49	11.9% (b)

(a) The "announced" HP Fund Rate was 13.00% for 1981, 16.25% for 1982, 13.25% for 1983, and 12.75% for 1984.  
 (b) At October 31, 1984, the net current yield of the long term investment portion of the fund was 12.75%.



**Just Desserts:** Warren Rose, electrical engineer consulting specialist (left); Bill Clem, contract administrator; and Rudy Becker, senior facilities design engineer (right), recently received management awards from Gary Mueller, vice president and general manager, Information Processing Department. They were recognized for their outstanding contribution to the facilities design and installation of five Satellite Business Systems earth stations throughout the United States. Jerry Way, facilities engineer and planning services manager, (not in photo) was also recognized for his project management.

## People on the move

**Richard M. Evans**—has become manager, professional relations & practices, Employee Relations Operation. Rich, who was the employee relations manager at the Ohio Supercenter, will be responsible for providing staff support in compensation, staffing, and employee practices for the Integrated Communication Services Operation.

**Denise Fields**—has become

manager, product communication, marketing communication, Marketing Services Operation. Denise is responsible for product advertising, promotions, trade shows, brochures, audiovisuals, speeches, and seminars. She joins GE Information Services from the Harris Corporation where she managed marketing communications.

## Sales support managers named

Paul Inserra, manager, major opportunities, GE Accounts and Systems Development and Consulting, has announced the roster of sales support managers. They are: Paul Tilley, Eastern Area (8\*273-5635, QK PAULT); Dan Weinfurter, Central Area (8\*273-4866, QK DANW); Jane Crawford, Western Area & Federal government (8\*273-5939, QK CRAW); and Dan Lessard, National Services (8\*273-5701, DANL).

## 1985 holiday schedule set

The following will be holidays for most GE Information Services locations. Please make a note of them to help in planning meetings.

Date	Holiday
Tuesday, January 1, 1985	<b>New Year's Day</b>
Monday, May 27, 1985	<b>Memorial Day</b>
Thursday, July 4, 1985	<b>Independence Day</b>
Monday, September 2, 1985	<b>Labor Day</b>
Thursday, November 28, 1985	<b>Thanksgiving Day</b>
Friday, November 29, 1985	<b>Day after Thanksgiving Day</b>
Tuesday, December 24, 1985	<b>Day before Christmas Day</b>
Wednesday, December 25, 1985	<b>Christmas Day</b>

In addition, there are two elective holidays. Employees hired between January 1 and June 30, 1984, have two days. Employees hired between July 1 and October 31, 1984, have one day. Employees hired after October 31, 1984, do not get an elective holiday.

UPDATE is published by Employee Relations Operation, General Electric Information Services Company, 401 N. Washington St. 01B, Rockville, MD 20850, USA for employees. For distribution changes QUIK-COMM: OLOS. For additional copies QUIK-COMM: OLOS, publication number 0305.180.

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



**INFORMATION SERVICES**

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