

# EUROPEAN UPDATE

News and Information for GE Information Services Employees

AUGUST/SEPTEMBER 1983

## PIPELINE-

*"The here and now"*

*"Our customers lose by waiting –  
and so do we"*

## UPDATE ON SPAIN

*"The market needs a complete  
solution which GE Information  
Services can provide"*

NEW FEATURE  
APPLICATION  
FOCUS

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# European Management Development

A great deal has been said recently about GE Information Services in Europe building a team of experienced international managers. This is in line with our International Business Market Strategy and focus on large International Accounts.

Two recent moves can give evidence of these intentions. GIULIANO VENTURI, an Italian, has been appointed Manager, International Marketing Programs Operation, based at Kingston European Headquarters. Giuliano brings to this position his vast experience of the Data Processing Industry. He joined GE Information Services in Milan in 1979 as Marketing and Planning Manager for the Mediterranean Region having previously worked for both Honeywell and ADP. In 1980 he was appointed Marketing and CA Manager and became Marketing and SDC Manager on January 1st 1982.

LASSE SYVERSEN, a Norwegian, has been appointed Shipping Systems Manager, Europe reporting to Don Godfrey, and based in Kingston European Headquarters. Lasse joined GE Information Services, Norway in January 1979 as Manager, Sales. He previously worked in Sales positions for Kinzle and Olivetti in Norway.

On January 1st 1980 he was appointed Manager Sales and Marketing Norway. Lasse brings to this position his extensive international Shipping Industry experience



*Giuliano Venturi*



*Lasse Syversen*

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# Pipeline



## The Here and Now

How many times have you heard someone say ... "If I had this new product, it would solve all my problems" or When they finally get this new application out to the field, then we'll begin to get some orders ...". These, and words like them represent what I feel are the future tense type of response to business pressures. They indicate a belief that things will get better; something new will be the ultimate product; or that somehow, a new technology will make things easier.

Unfortunately, some people operate in a mode of always waiting for the future, while others take the position that the future is here and now. I would like you to give some thought to the idea that the future is almost totally dependent upon what's

done today. For example, while we have been waiting for our new order service software which will in all probability make our selling and implementation jobs easier, some of you have been taking advantage of the present to sell and install what we currently have. Thus, during the past 12-18 months we have substantially increased revenues in Fiat, while adding new significant usage at VW, Peugeot, Renault, Citroen, Mercedes Benz, BMW and Alfa Romeo. Many of the new sales in this obviously identifiable segment involved order processing, order entry, or some kind of activity related to inventory management. Certainly we shall ultimately have new capabilities to address all of these functions, but by then, at least in these named companies, we will already be in the production stage.

The important point I would like to make is that it is highly unlikely there will be many new applications in the future – either for GE Information Services or the data processing industry. Most of the things people will need to do then, they need to do now. Perhaps the speed, economy and ease of implementation will change, but the basic application requirements will not. We make sales on the basis of helping our customers be more competitive; by reducing their costs; or by helping them accelerate their rate of sales. Since all these ways can be cost justified with today's capabilities, our cust-

omers lose by waiting – and so do we.

We intend to try and help you as much as we can. There are three things we will be doing which will help to make your job easier. First, there will be a special issue of *European Update* dedicated to Europe's major customers – who they are, and what their major Information Services applications are. Next, we will begin a new feature column in *European Update* which will be called "Application Focus". This section will highlight recent key sales, what benefits they provide to the user, who sold the application, and how you can reach this person by telephone to get additional information if you so desire. Lastly, we will be placing on line, an application profile which will sort end users by application, industry, function or special feature. This will allow you to sort through a list of current customers and applications and cross reference vis a vis your customer's requirements. It will also identify those to call for information on where to get help to develop a sales plan for your specific customer.

In summary, we get to the future by a succession of steps in the present. When we get "there" – the process merely continues. The successful sales team makes the best out of the here and now.

HARRY E. HEARN

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which he will use to coordinate the European Shipping TMO activities.

These two appointments show

the direction of GE Information Services, Europe in the future. Similar opportunities for international management assignments will arise as we

continue to build the strong internationally experienced team to manage GE Information Services' international business market thrust.

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# Consultative Selling Workshops Held in the U.K.

Two 3-day "Consultative Selling Workshops" were held in London from July 11 to 15, for new business sales consultants from the UK and Ireland together with their branch and district managers. The objectives of the workshops, run by Dermot Bradley and John Meek, were to sharpen everyone's skills at consultative selling of international business systems, and take a fresh look at how to manage the selling process. Tony Kench and Chris Toone sat in through the whole week's training and discussion.

Stressing the importance of international client references, the workshops were highlighted by the evening guest appearances of Giuliano Venturi talking about FIAT, Norbert Quinkert describing the many international business system sales being made in Germany, and Harry Hearn with his fund of client sales success stories from around the world.



Norbert Quinkert



Giuliano Venturi



# Global Limits Sales Workshop in Geneva

17 members of the European Sales Force specialising in Banking recently convened in

Geneva for the 2nd Global Limits Sales Workshop. This session was organised by Kingston European Headquarters and European Training and was also supported by members of the GLS Installation team and Rockville PMO.

Topics covered included Product Enhancements, developing GE Information Services/

Bank relationships; the new IBM PC front end demonstration and the introduction of a new PC based dealer support system product "MONEY-DESK". The session also included role play exercises and ended with a most instructive and entertaining objection handling clinic.



(Left to right) Gail Graziano, Phil Barnet, Avril Munro, Mike Chapman and Roy Hodges, Laurence Ainsworth and Jean Fabre-Abbas.

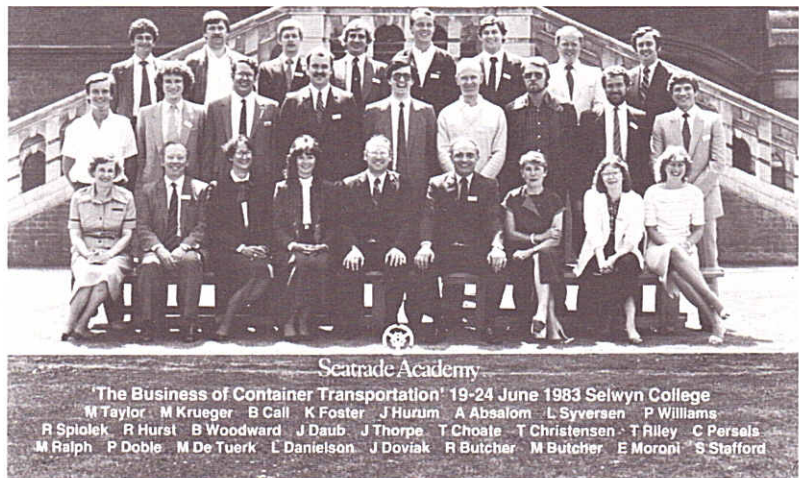


# Container Transportation Course

GE Information Services commissioned the Seatrade Academy to run a course on the business of Container Transportation. This was held in June in Cambridge, United Kingdom and was attended by GE Information Services professionals from around the world. Speakers included the future President of Atlantic Container Line, USA, D. Kerrigan; P. Butcher, Director of Orient Overseas Container line; R. Anstey, Commercial Director, XTRA leasing; and Captain P. Doble Operations Director, DART Container Services Ltd.

Everyone agreed that this type of course was invaluable in building a consultative

approach to an industry market.



Photograph Courtesy of Seatrade Academy

# Update on Spain



## The Future of GE Information Services — Spain

The Spanish data processing market is around \$2.8 billion. Annual growth is around 20%. 1.3% of the Spanish GNP is spent in data processing. These figures match well with the rest of Europe. There are however differences. The Spanish DP market has less penetration – only 15% of companies use computers in Spain compared to 28% for Europe as a whole. Money is not as well spent on computers in Spain as elsewhere in Europe. One explanation of this is that the software and service part of the DP market is smaller in Spain (6.5%) compared to Europe (9.3%). There is a huge potential growth in this market. This large unsatisfied demand represents a potential market of over \$0.5 billion.



Back row from left to right: Gustavo Franchella, Claudio Santiago, Juan Gonzalez, Kim Pasha and Luis Arroyo. Front row: Bruno Bordone and Maria Hernandez.

In contrast the network information services market in Spain is very small, probably under \$10 million. One reason for this is that Spain is the only county in Europe without a time sharing tradition. The GE Information Services and other similar company activities commenced as recently as 1976. This market had spectacular initial growth but became stagnant from 1980/1981. This was when minis and micros were appearing on the market. Time sharing had not had time to make a "Market Niche" as it had in other European countries.

GE Information Services in Spain have therefore a big challenge. The Spanish data

processing market has very large potential, perhaps the largest potential in Europe. In spite of the 1982/83 crisis, GE Information Services activities in Spain has established a good base upon which a new future can be built. The Spanish government is encouraging multinational companies to participate in the development of the Spanish data processing industry. Therefore, all the necessary factors both internal and external exist to justify the necessary investments that would put GE Information Services Spain in the position that both GE and the Spanish DP market deserve.

Luis Arroyo  
Country Manager, Spain

**“COMPUTERWORLD”**

# Luis Arroyo Galán, nuevo presidente de Geisco en España

**“EL EUROPEO”**

Nuevo presidente de Geisco  
en España

Luis Arroyo Galán, doctor ingeniero de telecomunicación con 20 años de profesión, presidente de Geisco, la filial española tiene encomendados tres objetivos básicos: generar puestos de trabajo, reducir la dependencia tecnológica de España y colaborar en la mejora de la productividad de nuestras em-

## telemática

*Luis Arroyo Galán, presidente de Geisco-España*

### «Tratamos que España sea un punto de fabricación de “software” para G.E.»

■ Nuestra estrategia no será el tratamiento de la información, sino el «movimiento de información»; las redes se han convertido en el centro neurálgico de los sistemas informáticos

*Su imagen tradicional es la de una centenaria corporación, precursora de la industria eléctrica, y actualmente caracterizada por su serie de productos industriales diversos. Pero muchos recuerdan también que General Electric fue uno de los fabricantes precusores de la tercera generación de ordenadores. Tal vez, el no apostar con el suficiente convencimiento por esta alternativa llevó a la empresa a decisiones empresariales equivocadas, pero el sector informático.*



**“ACTUALIDAD ELECTRONICA”**

### Arroyo será el presidente de Geisco, una empresa de servicios informáticos, filial de General Electric

Luis Arroyo Galán, Doctor Ingeniero de Telecomunicación con más de 20 años de profesión informática, ha sido nombrado Presidente para España de la Sociedad de Servicios Informáticos Geisco, filial de General Electric.

unos ingresos anuales de 700 millones de dólares. Según ha manifestado el nuevo Presidente de GEISCO, la filial española tiene encomendados tres objetivos básicos: «generar puestos de trabajo, reducir la dependencia tecnológica de España, y colaborar en la mejora de la productividad de nuestras empresas».

**“BALANCE”**

Ignacio Ventosa, presidente de Carburos Metálicos, sustituirá en la presidencia de la sociedad a Ignacio Ventosa, que presentó su dimisión, por razones de edad, en el transcurso de la Junta de accionistas.

• Luis Arroyo Galán, hasta hace poco director general de Entel, se hace cargo de la presidencia de Geisco, sociedad de servicios informáticos. Geisco, filial española de la poderosa General Electric.

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**“5 DIAS”**

### Arroyo Galán, presidente de Geisco

Luis Arroyo Galán, hasta hace poco director general de Entel, se hará cargo —a partir del próximo día 1 de junio— de la presidencia de Geisco, sociedad de servicios informáticos. Geisco, filial española de la poderosa General Electric —quinta empresa industrial norteamericana y líder indiscutible en electrónica—, pretende con esta medida iniciar una reestructuración orientada a desarrollar tecnología propia, generar puestos de trabajo y colocarse como una de las primeras compañías en el «ranking» del sector servicios.

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## GE Information Services, Spain — Improving Public Image, Increasing Management Contacts

"We are working hard to improve GE Information Services image in Spain" explained Luis Arroyo, Country Manager. "We have been able to obtain a lot of publicity in the computer press recently such as 'Computer World', 'Telemática', 'Actualidad Electrónica' and 'Ya'. This will help to establish GE Information Services as a fast moving computer services company in Spain able and willing to compete

with companies such as IBM and Entel. We are stressing the international spread and resources of GE Information Services as well as the strong backing resources of GE, the eleventh largest company in the world".

"We are also participating in various data processing committees and conferences representing GE Information Services" continued Luis "for example we will participate in the OCDE/APD symposium in the Autumn;

we will continue to collaborate and contribute to 'Plan Electronico Nacional' the Spanish government's DP strategy plans, as well as establishing other contacts with government bodies responsible for data processing". "We will establish close relationships with senior management at top level companies and introduce them to the vast GE Information Services capabilities, international teamwork and resources".

## Selling in Spain — Increasing the Sales Know-How, Focussing the Sales Effort

"Our aim is to increase sales in Spain by increasing the technological resources at our disposal and by focussing on particular target markets" explained Bruno Bordone - National Sales Manager. "We have chosen the products that are appropriate for our market. Next we have to increase our knowledge of those products including price and performance. We have to understand the problems that the product will be able to solve, that is, what are the benefits of the solution to our potential customers. We must learn about our competition in these defined areas. We will then prepare appropriate documentation in Spanish, train our salesmen and then we are in a position to sell."

"The areas we have defined are Banking, Finance, Order Service and Manufacturing. The banking market is good but only in domestic terms. There are few headquarters of international banks in

Spain, only branches. The domestic market is very large. Spanish banks are quite sophisticated at selling services to their customers, which is our real potential market. We have had a good response to our cash management products and have two good prospects in the pipeline at present. I'm also very excited to say we have very recently obtained a prospect for a Global Limits System. We are stressing GE Information Services international presence and showing our prospects that although we are a small operation here in Spain we are a worldwide company with international support."

"Our prospects in Order Service seem high. The market needs a complete solution which GE Information Services can provide. We have recently closed a \$5,000 MPR sale to Metron, a Spanish supply company. This will also bring us \$72,000 revenue in hardware and \$16,000 in

SDC cost. Our Pipeline is strong and growing and includes some big names, for example, Tudor, Nixdorf, Henkel, Agfa and Honeywell Bull."

"Manufacturing is a completely new area for GE Information Services in Spain. We are negotiating at the moment with GE Medical Systems for a MIMS System. This will provide us with an excellent reference for further sales and will also provide the expertise within GE Spain on the use of MIMS."

"We are working very hard to provide results in Spain. We need to increase our expertise in many areas. However, with the continued international support we have received recently from European Headquarters, Region Headquarters and from our colleagues and friends in Europe, we are sure we are going to succeed."



## New Office in Madrid

On July 22nd GE Information Services Spain moved to a new office in Madrid. The new address is:

General Electric (USA)  
Information Services, SA  
Juan Bravo 3  
Madrid 6  
Tel: 276 7600

## Personnel Profiles



Luis Arroyo

### Luis Arroyo

Luis studied telecommunication engineering at the "Escuela Técnica Superior de Ingenieros de Telecomunicación" in Madrid, obtaining a Doctors and Masters Degree. He joined Bull-General Electric in 1964 as Systems Engineer and held various positions until he became Technical Manager in 1971. In 1972 he joined Entel as Systems Department Manager. In 1974 he became Division Manager and in 1977 Managing Director. Luis joined GE Information Services, Spain as Country Manager 1st June 1983. He is author of a data processing book "Del bit a la telemática" and has had several articles published in both the Daily Press and Computer Magazines.



Bruno Bordone

### Bruno Bordone

Bruno has a degree in electronic engineering from the University of Padova, Italy. He started his career by joining a small software house in Padova after graduation. In 1977 he joined Honeywell-Bull in Padova as salesman. In 1979 he became Branch Manager, Padova for GE Information Services. In 1982 he became District Manager, Turin, with specific responsibilities for the Fiat Account. Bruno was awarded a Mercedes company car at the Key-holders meeting in 1982 by Harry Hearn, for his work in securing the \$1 million Fiat Account. He was also a 1980 and 1982 Markmaker. In January 1983 Bruno was appointed Sales Manager Spain. His responsibility is to lead the promotion of sales in Spain within defined target market areas.

### Gustavo Franchella

Born in Argentina, Gustavo obtained a degree in biology from the University of Buenos Aires before emigrating to Spain. He joined Sperry Univac in Bilbao in 1977 as Systems Programmer. He then became a Systems Analyst



Gustavo Franchella

before holding the position of Project Manager for a large banking project. Gustavo joined GE Information Services, Spain on 24th January 1983. "I was attracted by the tremendous growth opportunities, the opening of new markets and the customer consultancy activities" he explained. He holds the position of Senior Accountant Representative, Banking. Gustavo's main task is to build a new banking pipeline and to look for specific banking products to fit the Spanish banking market.



### Maria Hernandez

Maria studied at the British Institute School in Madrid where she obtained the

lower certificate of Cambridge. She followed this by obtaining secretarial qualifications. Before joining Honeywell Bull in 1976 she held various positions including secretary, Lloyds Insurance, London; Administrator, Bank of America, Madrid; and secretary, Hewlett Packard, Madrid. "Probably the most important job in Spain!" she is now responsible for all the secretarial plus administration duties for the Madrid office.

### **Joaquin Pascual**

Joaquin is a telecommunication engineer who studied at the "Escuela Técnica Superior De Ingenieros de Telecomunicación" in Madrid. In 1972 he started his career with Honeywell, Spain as a Product Engineer. In 1974 he moved to Texas Instruments, Spain as a Production Engineer. In 1976 Joaquin joined Honeywell Bull. He is now Senior Technical Representative for GE Information Services, Spain.

His responsibilities are technical and consultancy support of customers such as Getsco and Honeywell, who both have financial applications.

### **Kim Pasha**

Kim was born in England, moved to Spain at the age of eleven but returned to England to obtain a BA in Business Studies from North East London Polytechnic and a Master of Arts and Manpower studies from the Polytechnic of Central London.

Kim's first job was in Mexico (he has relatives there)



Kim Pasha

where he worked for Bufete Industrial Disenos y Proyectos, which is the largest Mexican Engineering Company. His initial position was as a Systems Analyst and then he became a Project Leader. In January 1983 Kim returned to Spain and joined GE Information Services as a Senior Account Representative. His main responsibilities are in the general business and manufacturing TMOs but he gets involved in many other sales activities. Why did he join GE Information Services? "I was attracted by a large multi-national with large market potential in Spain for the future."



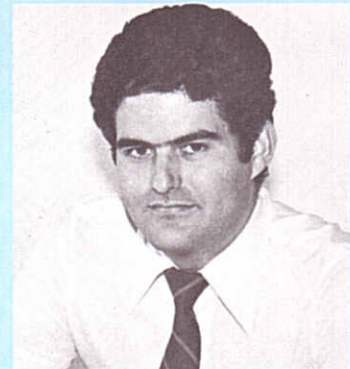
Claudio Santiago

### **Claudio Santiago**

Claudio is a graduate of the University of Barcelona, where he studied computer sciences. In 1978 he joined

Simon, a Spanish electronics company in Barcelona, working in the company data processing centre.

In 1980 Claudio joined GE Information Services as a Technical representative in Barcelona. In 1982 he became an Account Representative. His present responsibilities are to coordinate sales from the Barcelona office and sales of Order Service Applications for the whole of Spain. He has been able to produce significant results this year building up a quality pipeline, including such names as Agfa, Johnson and Johnson, Braun and General Foods.



Juan Gonzalez.

### **Juan Gonzalez**

Juan is a Telecommunication Engineer who studied at "Escuela Técnica Superior de Ingenieros de Telecomunicacion" in Madrid. He joined Honeywell-Bull after graduation in 1976 as Programmer. Juan is now Senior Technical Representative, GE Information Services, Spain. Recently he has been responsible for work on the development of a Cash Management System as well as Technical Support and Training Activities for customers such as Lilly Indiana and Benckiser who have Order Entry Systems.

# "This Fair was a Hit . . ."

. . . Reported the official magazine of German Fairs and Exhibitions. Exhibitors and visitors were of the same opinion.

We are talking about the Hanover Fair, which once again claimed its status as a leading worldwide industrial fair on 13-20 April 1983.

In a time of general economic recession, headlines such as "Brighter Economic Horizon", "Expectations Greatly Exceeded", and "Light at the End of the Economic Tunnel" are owed totally to the efforts of the exhibitors.

A few statistics of the Hanover Fair:

640,000 visitors – 50,000 more than the previous year.

4 out of 5 visitors were trained specialists, 86% of which represented management.

Over 6,000 exhibitors from 47 countries presented their goods and services.

The USA was represented by 144 exhibitors.

The following subjects were dealt with at the Fair:

- \* CeBIT, the world centre of office and information technique
- \* World Market of Electronics and Electro-technique
- \* Plant Construction, Manufacture, Materials
- \* Research and Technology
- \* Drive. Direction, Motion
- \* Supply
- \* Plant Equipment
- \* Tools
- \* Transport and Communication
- \* Structural Engineering
- \* Centre of Advertising

47% of the visitors confirmed their interest in the CeBIT-Halls (CeBIT – Centre for International Office Communication and Information Techniques).

300,000 people were to be found daily at the Fair which is the population of an average size town (for example, Hanover – 500,000). On the day when the greatest amount of visitors attended, 54,000 cars were counted in the Fair's car parks. This is the equivalent of cars standing bumper to bumper (single file) on the motorway between Hanover and Munich.

12,000 sq. metres (12 hectares) were allocated to CeBIT alone, General Electric Information Services Limited taking up 300 sq. metres within this area.

GE Information Services Germany once again used the Hanover Fair for public discussion, in order to test their latest service offerings, and to present themselves to their customers as a competent partner in the field of Finance and Accountancy, Banking,

Communication and Distribution.

The various ranges of application were clearly displayed on 5 pillars, inscribed with trademarks such as QUIK-COMM, MIMS, CPL/TACTIX etc, which became conversation pieces with our customers.

The programme included the following:

- \* MIMS, demonstrated on a Nixdorf 8890 Model 50.
- \* CAE-I Software, presented by Tektronix, VAX11/780 and Lexidata
- \* Global Limits, Cash Management, International Command
- \* CPL/TACTIX
- \* TABOL, PMS
- \* DISPATCH
- \* Order Entry, demonstrated on Televideo, MSI, Texas Instruments, Epson and Taurus Terminals
- \* QUIK-COMM, demonstrated on the IBM PC, and



Jürgen Dyrda (2nd left) explains the MIMS system capabilities

# Banking Open Day Held in Germany

Is Frankfurt the natural capital of the Federal Republic of Germany? Many cities would like to claim such an honour. Without a doubt, however, Frankfurt is the German metropolis of Banks.

Well known financial institutions such as Deutsche Bank, Dresdner Bank, Commerz Bank, Bank für Gemeinwirtschaft (Collective Farming), DG Bank, BHF, West LB, Hessische Landesbank have their main offices in Frankfurt along with numerous others. Top Management of these financial institutions reside in huge skyscrapers, which resemble the sky-line of New York.

So Frankfurt was the obvious choice for GE Information Services, Germany to hold a Banking Open Day. It took place on the 31st May and was attended by over 100 representatives of notable national and international banks who were able to gather the latest information from GE Information Services on banking and financial systems. Amongst the people attending were both marketing and computer professionals from France, the UK, the USA and of course, Germany. A question and answer session was held by GE Information Services representatives. Included on the panel was Mr Braun, Director and founder of the Commerz Bank's COM-CASH system.

Amongst the subjects discussed were Cash Management Systems; FUNDS NET/"Sercli"; Chemical Bank "BANKLINK"; Commerz Bank "COM CASH"; National Data Corporation; Money and Foreign Exchange Market; Money Desk; World



Manfred Berner (left) and Direktor Braun, Commerzbank (right)



A Demonstration of Cash Management

Balance Sheet Consolidation; and Electronic Mail.

GE Information Services new Capabilities involving the use of the IBMPC were demonstrated.

"Owing to the overwhelming response to our Seminar this year, the possibilities of holding one next year have been strengthened. I am convinced

that with our products and Specialised Service, we can meet the exact demands and requirements of our clients" explained Dr Wolfgang Nickel, Sales Manager, Banking. "The new technology of microcomputers, the gateway to the worldwide network service opens up substantial prospects to our banking colleagues."



Left to right: Dorothea Weber, Sigi Maas, and Dr Wolfgang Nickel

\* Dealer communication on Apple III.

Over 700 specialised talks were held and introductions made. GE Information Services concentrated on the word "service". On the following day, the customers were sent letters confirming appointments that had been made for further discussions. Frederic G Drake, General Electric's President, Germany, made use of these discussions, to enquire about the products and strategies of GE Information Services.

A presentation on GE Information Services and its strategy was given by Norbert Quinkert, Country Manager, Germany, which led to detailed discussions between our management and journalists, who were able to gather more specialised knowledge. 54 press publications were noted before, during and after the Fair, attracting numerous reader enquiries.

Without a doubt, the Hanover



Karin Pesch

Fair demands great efforts by its participants every year. One way to reward these efforts is by holding an Entertainment Evening. Once again only Karin Pesch, Secretary to Norbert Quinkert and initiator of the Evening, knew the contents of the programme. After a long coach journey, everyone received a big welcome, and could take their fill of refreshing drinks and a

sumptuous meal – motivation for the second half of the Fair.

"The Fair was a Hit". Without a doubt, the Hanover Fair gives us the chance to strengthen our positive company image, and gives us the platform leading to information and motivation for our group targets.

Our motto therefore is: "We will be there again next year".



Norbert Quinkert talks to journalists

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Left to right: Dorothea Weber, Sigi Maas, and Dr Wolfgang Nickel

# Top International Business Customers Entertained at Wimbledon 1983

Senior Executives and their wives from top European Customers were the guests of the Senior Management of GE Information Services during the Wimbledon Championships. Hosts included Walter W. Williams, Michael J. Emmi and Harry E. Hearn.



Guests spent a relaxing weekend on 2nd and 3rd July at the beautiful Stately Home 'Brocket Hall' in Hertfordshire.

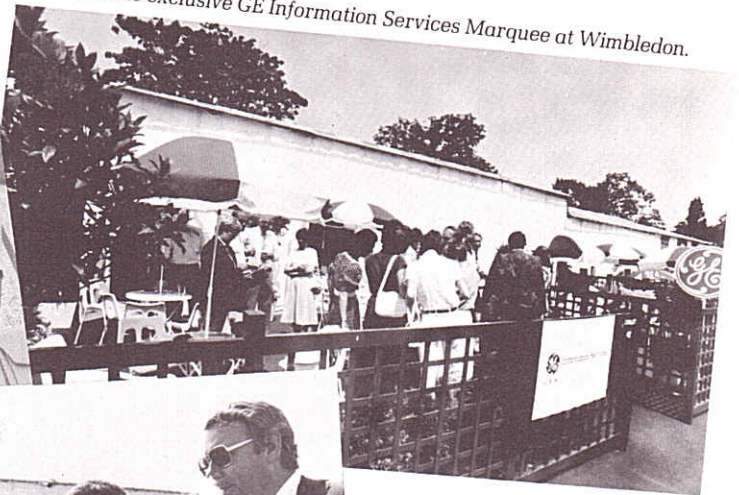
The highlight of the weekend was the visit to the 1983 Men's Singles Final at Wimbledon.

The weekend was a great success and has increased GE Information Services business relationship with key European Customers at the highest level.

In the grounds of Brocket Hall, (left to right) Walt Williams and Jim McNerney with Brent and Lillian Scott.



Guests at the exclusive GE Information Services Marquee at Wimbledon.



(Left to right) Rainer Hampp, in discussion with Harry Hearn, Klaus Luft and Meinhard Carstensen.

## Wimbledon 1983 Guests

Mr. & Mrs. Ronald Berardi, Director, **Alexander Howden Group**, U.K.

Mr. & Mrs. Jean-Pierre Besnard, Vice President Finance, **Grace Industrial Chemicals Inc.**, France.

Mr. & Mrs. Richard Butcher, Director, **Orient Overseas Container Line**, U.K.

Mr. & Mrs. Meinhard Carstensen, General Manager, **Dresdner Bank**, Germany.

Mr. & Mrs. Rainer Hampp, Board Member, **Bertelsmann**, Germany.

Mr. & Mrs. Michael Julien, Group Financial Director, **Midland Bank**, U.K.

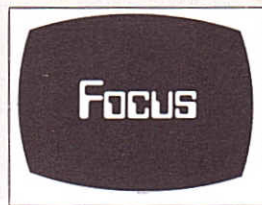
Mr. & Mrs. Jeroen Kohnstamm, Secretary General, **Factors**

**Chain International**, Holland.

Mr. & Mrs. Klaus Luft, Vice-Chairman, **Nixdorf Computer**, Germany.

Mr. & Mrs. Christian Peeters, Senior Vice President, **Morgan Guaranty Trust**, Belgium.

Mr. & Mrs. Brent Scott, Vice President & General Manager, **Bechtel**, U.K.



## European Key Sales

### CUSTOMER

### FINMECCANICA

**APPLICATION:** FINMECCANICA is the Mechanical/Aerospace arm of ISTITUTO RICOSTRUZIONE INDUSTRIALE one of Europe's largest companies. It employs 85,000 people across 30 affiliate companies.

The Company have Personnel Database, Long Range Planning, Treasury Management and Intra Company Netting applications on Mark III.

A new Decision Support System has recently been sold which will be used for consolidation of data for the 30 subsidiaries and for planning and reporting. TABOL 3, DMS3, F77 and INTERNATIONAL COMMAND have all been used in the application.

FINMECCANICA investigated the possibility of installing a dedicated inhouse system for the new application. After a thorough analysis of usage patterns GE Information Services in Italy was able to present a Fixed Capacity Service Solution and demonstrate that this was the most cost effective.

**Sales Team:** Mario Tana *District Manager (ITALY)* Roberto De Felice *Branch Manager (ITALY)*

**For more information please contact:** Roberto De Felice XFL = ROME Tel 6 87 5189

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### CUSTOMER

### RENAULT CAR DEALERS ASSOCIATION - FRANCE (GROUPEMENT DES CONCESSIONNAIRES RENAULT)

**APPLICATION:** This large Videotex application was sold to the Renault Car Dealers Association in France which then resells the system to each dealer independently who requires this service. Approximately 400 of 600 Renault dealers in France are, presently, using the service. Each dealer feeds into the system the details of its own stock of cars into the system. When a customer asks to buy a specific car and the dealer doesn't have it in stock, the system will carry out a search to find the nearest dealer with that car in stock.

The Benefits for the Renault Association are

- fast implementation
- availability/accessibility of this real time application
- user friendly
- development was very cost effective

The Benefits to the End user (dealers) are:

- more and better sales
- better stock rotation
- higher profits

**Sales Team:** Jean Daniel Lechat (*Account Representative (FRANCE)*) Bernard Chenoff (*Consultant (FRANCE)*) Daniel Giffard (*Technical Representative (FRANCE)*) Jean Louis Pinet (*Industry District Manager (FRANCE)*)

**For more information please contact:** Jean Daniel Lechat Paris Office XFL FRIN  
Jean Louis Pinet Paris Office XFL FRIN  
Jean Louis Germain Paris Office XFL FRQC  
Tel 657 14 22

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### CUSTOMER

### APPLE

**APPLICATION:** A large QUIK-COMM application has been sold to the Apple Computer Corporation for use by all Apple dealers in Germany. Apple HQ in Munich will distribute various types of information on price, product specification etc to the dealers and the dealers will use the system to communicate with Apple H.Q, for example placing orders, and also with other dealers. The dealers also use the system to demonstrate to prospective customers how easily an Apple computer can be connected to a network and to host computers.

At the moment this application is a pure QUIK-COMM application but various Databases for such things as Online Price Lists are being developed. Approximately 200 Apple dealers will be connected to this system this year.

**For more information please contact:** Paul Halbich, *Account Representative, Munich Office XFL GVBS*  
Tel 89 18 9051  
Manfred Berner, *Manager Sales Support, Germany, Cologne*  
Office XFL GTMO. Tel 22 33 6091



# People



**Manfred Berner** has been appointed Manager Sales Support Germany. Manfred joined GE Information Services in October 1979. After working in Sales in Frankfurt he became Manager International Business Systems.

**Al Boynton**, formerly Sales Manager, United Kingdom has been appointed Manager International Sales Development. Al will be located in Rockville and report to Tony Craig, who heads the new International Sales Integration function. Al has been with GE Information Services since 1973 and with GE since 1962. We wish him the very best in his new position.

**Mike Chamberlain** has been appointed General Manager of Pacific and Distributor Sales, Sales and Services Operations. Mike was formerly Managing Director of GEISPL, our affiliate in Australia. **Barrie Peters** formerly Northern District Manager in Australia has been appointed Managing Director of GEISPL.

**Anthony L Craig** has been appointed Vice President, International Sales Integration reporting to Mike Emmi. In this newly established position, Tony and a small staff will support the provision of integrated

solutions to clients around the world and help our Sales Force in 21 countries to grow our client base of Multinational Companies. Tony was born in Northern Ireland, studied in Canada and has spent 17 years with IBM during which he has lived in the US, Canada and Europe (London and Paris). He speaks fluent French.



Ron Fellows

**Ron Fellows** has been appointed Manager, Microcomputer Systems Program located in the San Francisco/Oakland area of California. Ron's charter will be to identify and assess attractive new business opportunities for GE Information Services in the burgeoning microcomputer market, and subsequently to develop or hand-off to other GE Information Services components as appropriate those opportunities which make good business sense for us to pursue. We wish him every success in his new position.

**Vittorio Femminella** has been appointed Manager Marketing and SDC, Southern Europe Region reporting to Luciano Marradi. Vittorio joined GE Information Services in January 1979 after spending 9 years with IBM. He has held various Sales Management positions the last of which was North West District Manager, Italy.

**Hubert Lombard** has been appointed Country Manager, Switzerland. Hubert joined GE Information Services in March 1983 as Sales Manager, Switzerland; coming to us from A Sarasin and Co., where he had 6 years experience in the Banking Industry, in charge of institutional sales for Portfolio Management Services.

**Ole Peter Lorentzen** has been appointed Sales Manager, Norway. Peter joined GE Information Services in 1978 in Oslo



Ole Peter Lorentzen

where he specialised in selling to the Shipping Industry. In 1981 he was assigned to Kingston European Headquarters as Shipping Systems Manager Europe, European Marketing Programs.

**Angus Reynolds** succeeds Philip Porter as Manager Employee Relations Programs based in Kingston reporting to Peter Moxom. Angus joins us from American Express where he worked for 9 years in a number of different positions in International Personnel, during which he spent time living on both sides of the Atlantic.

**Stuart Turner** has joined International Banking Services based in Kingston European Headquarters reporting to Mike Chapman. Stuart was Executive Director of Barclays Asia, spending 9 years in the Far East. He brings in-depth merchant banking experience to our organisation and will be available to assist country sales organisations in their international banking thrust.



Bob Williams

**Bob Williams** has returned to the U.S. after completing a two and a half year assignment in Europe to launch the MIMS manufacturing system. Bob will be taking an educational leave of absence from the company to pursue an MBA at the Stanford Business School. We wish him the best of luck in his new endeavour.