

APRIL 1985

# SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

*cover story*

## QUIK-COMM<sup>TM</sup> SYSTEM GETS AFS BOUQUETS



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**NEW PRODUCT INTRODUCTION  
PROCESS READY**

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**MARKMAKERS**

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**EAST FAX**

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

# QUIK-COMM™ SYSTEM GETS BOUQUETS FROM AMERICAN FLORAL SERVICES

"What we are doing for American Floral Services, Inc.," said Carolyn Bradfield, marketing representative, Office Communications Operation, "is dramatically affecting their business." She was discussing the recent addition of the Oklahoma City based AFS as a reseller of the QUIK-COMM System in the wire transfer of flowers market. AFS is a \$100 million clearinghouse for floral transfers and has been in business since 1971. "They are proud that they have grown so large in just 14 years against tough FTD competition."

The relationship began when AFS saw a good opportunity to compete with the older FTD Services by putting up its own wire service. The FTD system is comprised of teletypewriters, and a customer could use AFS for flowers by wire by pressing a button on the FTD teletypewriters. AFS saw a market for a cheaper, more versatile system.

Bonnie Derrick is the account representative assigned to AFS, and she called in Carolyn after her first meeting with AFS. "What they were really looking for was a reliable, large network, and having the name of GE behind them was a big bonus. There are horror stories in the industry of systems burping and florists losing thousands of orders, so reliability was a key factor," Carolyn explained.

"Our client had worked for a major accounting firm, so he was familiar with our services," Carolyn said. "They were very impressed with our published up time, the redundancy, and both WATS and local access—no other network could touch us on those qualifications."

"Combined with the network, the QUIK-COMM System was a perfect fit. The mailbox concept, the store and forward features, forcing a reply, group addressing, message tracing, and administering their own system were just what they wanted. In fact, the system had to be modified very little to suit their

needs. And finally, the price was right, with the transaction price just under 50¢ an order," she continued. "After the initial fit, we spent a lot of time searching for the appropriate hardware for AFS to offer to its subscribers. We recommended the IBM PC and the Texas Instruments 707 data terminal."

Carolyn explained that AFS contracted with SDC to write the functional specifications for the software needed for those two pieces of equipment. AFS then contracted with two vendors to write the software for the IBM PC and the TI 707 data terminal. The result is that the TI 707 has an auto access cartridge to pop into the machine. With the cartridge the florist can order flowers or supplies, send and receive messages, and cancel or edit orders. "The TI even has a clock so that it can access the network and look for orders at preset times. During peak periods, such as Mothers Day, the clock can be changed to look more frequently."

"The whole project took lots of time from a group of people both in OCO and outside," Carolyn said. Bill Wright, application support manager, and Janis Schwartzkopf, marketing representative, worked on the technical end from Marketing & U.S. Sales Operations; and Katie Vogelheim, sales manager, western area, Rand Walker, technical consultant, western area, and Joni Reeves, technical specialist, from OCO, all worked hard to make the project go.

When everything was lined up, AFS sent fliers to its members announcing the service. Already they have 700 people signed up for the service and are working toward 3000 by Mothers Day and 10,000 by next year. AFS has 19,000 members out of 33,000 U.S. and 600 Canadian florists. Ninety-five percent of those who have signed up have chosen to use the TI 707. "Since most of the florists are small operations, the TI 707 offers them what they need at a low cost. This is an important part of AFS being

competitive with FTD on the overall costs, and since AFS's philosophy is no charge to the ordering florist, the whole arrangement keeps them competitive on price while offering more services.'

"While it is important for AFS to be a QUIK-COMM customer, what's great about this sale is that AFS is the first vertical market that we have broken into—and that's the real key to our success!"



*Joni Reeves (left) and Carolyn go over some of the QUIK-COMM and TI capabilities with Alvin Cooper of Carren's Flowers in Dallas. (Carren's Flowers graciously supplied the flowers in the cover photo.)*

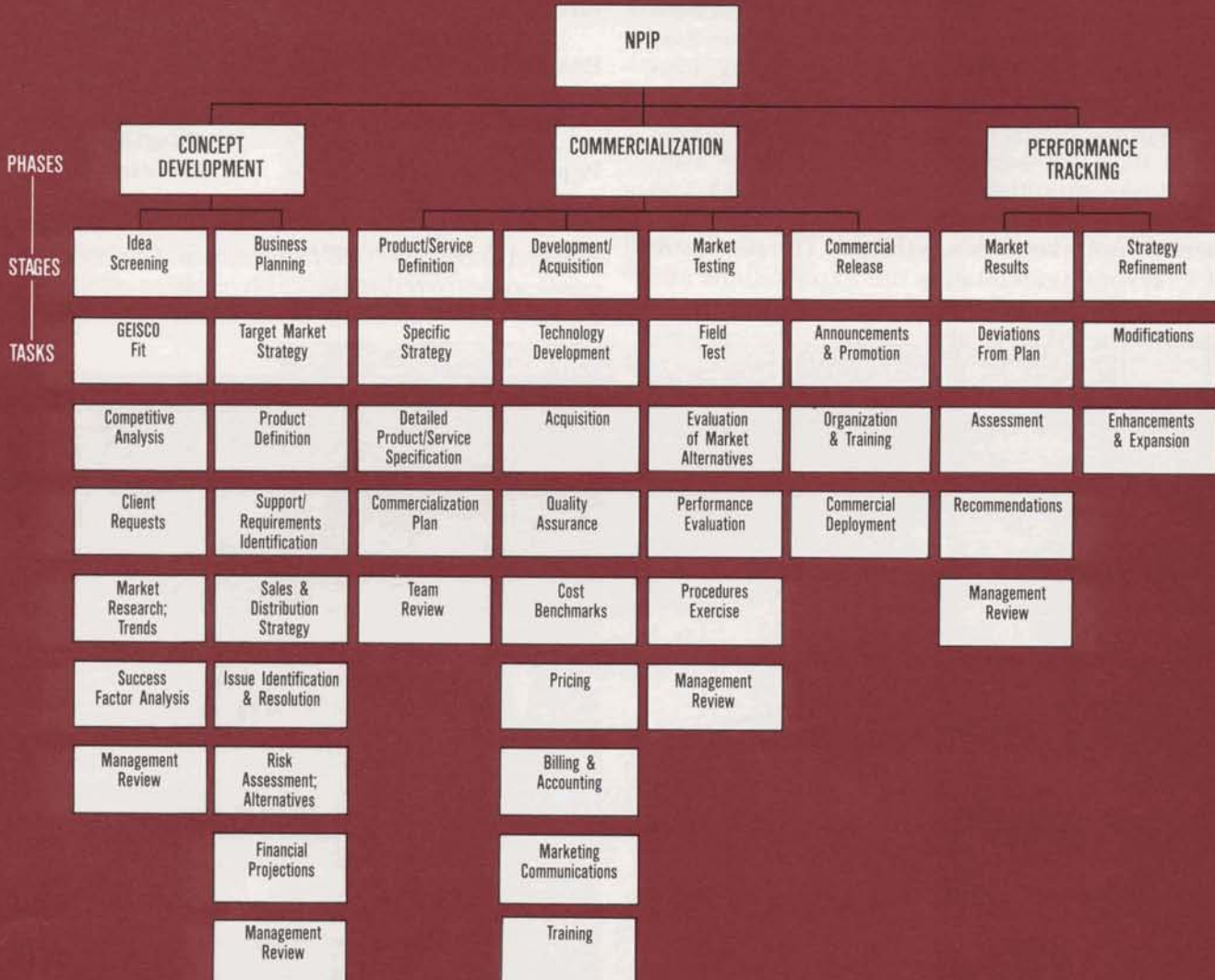
# NEW PRODUCT INTRODUCTION PROCESS COMPLETE

"It is really a guide to the process," said Dave McIntosh, project manager, pricing. He was describing the New Product Introduction Process (NPIP) Project Manager's Handbook. Dave has been working on the handbook since last year, and its completion—and the issuance of the revised company policy 6-2, New Product Introduction and Final Price Ap-

proval—mark the end of a project that began with the NPIP task force in 1983.

"The NPIP Handbook reflects what is happening and what should be happening in the process," Dave explained. "It will be most beneficial to the Marketing product manager who is responsible for a new product, but it will also be useful for the people

## WORK BREAKDOWN STRUCTURE



who interface with Marketing, such as Engineering, the Project Integration Office, Finance, client services, who are members of a new product introduction team."

The Handbook lays out the phases a new project goes through from inception through commercialization to performance tracking. The handbook includes sections on project concepts, the NPIP life cycle, work breakdown structure for NPIP, concept development, commercialization, the project file, project scheduling and project management software, and milestone reporting. (See chart, page 3.)

"The phases and stages are not new," David said. "Variations on the basics can be found in a number of marketing textbooks and publications, but I have never seen the whole process described in just this way. This really flows from our business and how we can do things better here. Even so, not every product will include every task in every stage, but most products will include at least half. And the tasks should be viewed as a checklist so that the project manager and the other NPIP team members do not overlook anything." The net result is that everyone understands the expectations and the project can be completed with all the aspects dovetailed. The NPIP is also useful in the preliminary planning phase to determine when projects can be realistically delivered.

The revised company policy 6-2, which is slated to be effective this month, assumes that the NPIP will be followed in order to obtain a final price approval. The new policy replaces one that has been in effect since November of 1970. "The policy stresses the cooperation of Marketing and U.S. Sales Operations, International Sales and Services Operations, and Office Communication Operation," Dave said. "The three operations must work together to succeed."

If you would like a copy of the NPIP Handbook, copies are available from OLOS, publication number 850.02.

## RESULTS IN ON INTERFACE '85

After all the time and effort and money spent on preparing for and participating in INTERFACE '85, what exactly were the results? Eileen Hussar, senior systems specialist, Enhanced Telecommunications Venture, has prepared the following summary of the results as of the end of March.

ACTIVITY	GOAL	REALITY
Reception	200 attendees	450-500 attendees (80 percent clients)
Press Breakfast	15 attendees	16 high-quality attendees; one-on-one interview of Bob McCalley by <i>Business Week</i>
Literature requests	200	360; 75 percent <i>Fortune</i> 1000
Hospitality suite	5 companies per day	5 companies per day; all significant opportunities
Paper presentations	50 attendees each	150 attendees each

*Note: Almost 5,000 GE Information Services diskette cases were distributed. Twelve major client presentations have already been scheduled, and more may be in the works.*



INTERFACE '85 giveaways.

## 1985 MARKMAKERS: SMALL IS BEAUTIFUL

"The scale may be reduced, but the intent is the same—recognizing and rewarding the outstanding contributors to our business for 1984," said GE Information Services President Walt Williams. He was talking about the 1985 Markmakers which was held March 11-14 in Maui, Hawaii. This year, 50 U.S. Markmakers and five hosts and 25 International Sales & Services Operations Markmakers attended "Treasure Island." They are:

John W. Adams  
*Atlanta, Georgia*  
George P. Alber  
*Saddle Brook, New Jersey*  
Mirko Bassetti  
*Milan, Italy*  
Laura Bernini  
*Milan, Italy*  
Susan W. Breither  
*Glastonbury, Connecticut*  
Steven B. Canale  
*Fairfield, Connecticut*  
Charles E. Cappello  
*Glastonbury, Connecticut*  
Sandra A. Carey  
*Morristown, New Jersey*  
Chou Fang Soong  
*Singapore*  
Alberto Ciano  
*Turin, Italy*  
Louis J. Ciccone  
*Philadelphia, Pennsylvania*  
Ludovic Cohen-Zardi  
*Montrouge, France*  
John A. Conway  
*Fairfield, Connecticut*  
Anthony L. Craig  
*Rockville, Maryland*  
J. Ian Cuthbertson  
*Etobicoke, Ontario, Canada*  
Donald W. Eimerbrink  
*Westfield, Indiana*  
Michael J. Emmi  
*Rockville, Maryland*  
Genevieve Fabre-Abbas  
*Montrouge, France*  
Mark R. Feldman  
*Dallas, Texas*  
Ron Fellows  
*Rockville, Maryland*  
Mach B. Flinn  
*New York, New York*  
Sandra Foglia  
*San Francisco, California*  
Izy Franco  
*New York, New York*

F. J. Gargallo  
*Atlanta, Georgia*  
William R. Gavin  
*New York, New York*  
Thomas M. George  
*San Francisco, California*  
Neil Gilmartin  
*Atlanta, Georgia*  
Garret Goo  
*San Francisco, California*  
Gail M. Graziano  
*Kingston, United Kingdom*  
John W. Griffin  
*San Francisco, California*  
Joseph M. Grzegorzewski  
*Rockville, Maryland*  
Eugene Haefliger  
*Zurich, Switzerland*

Jack C. Hauber  
*Rockville, Maryland*  
Paul Herzog  
*Morristown, New Jersey*  
Raymond F. Heyd  
*Arlington, Virginia*  
Christopher Hodge  
*London, United Kingdom*  
Barbara Hofmann-Baecker  
*Huerth Efferen, West Germany*  
Mary L. Ingalls  
*Walnut Creek, California*  
Paul H. Inserra  
*Rockville, Maryland*  
Robert Nelson Knight  
*Atlanta, Georgia*  
Louis J. Lampe  
*Amsterdam, The Netherlands*  
Robert J. Lindeman  
*Rochester, New York*  
Christopher L. Lippold  
*Rockville, Maryland*  
Richard Loesch  
*Dallas, Texas*  
Robert Maube  
*Montrouge, France*

Edward N. Mazur  
*New York, New York*  
Jeffrey W. McClain  
*Newport Beach, California*  
Addison L. McGarrity  
*Atlanta, Georgia*  
Donald M. McGrath  
*Lyndhurst, New Jersey*  
Bert Meerman  
*Amsterdam, The Netherlands*  
Al Moss  
*Tampa, Florida*  
Peter R. Moxom  
*Kingston, United Kingdom*  
F. Dennis Mulford  
*Blue Ash, Ohio*  
William D. Muller  
*Tampa, Florida*  
Lawrence P. Murphy  
*San Francisco, California*  
C.I.R. Murray  
*Amsterdam, The Netherlands*  
Mark R. O'Leary  
*Rockville, Maryland*  
Dave Parker  
*London, United Kingdom*

*Cont'd on next page*



*Would you want to be shipwrecked with these two?*



And the treasure hunt is about to begin . . .

Jean-Jacques Poussol  
Brussels, Belgium  
Scott M. Putnam  
Denver, Colorado

Sheila Reid  
London, United Kingdom  
Gianni Rocca  
Turin, Italy



An authentic luau was a highlight.

Alan Rousselot  
Milsons Point, N.S.W.,  
Australia  
Daniel G. Schultz  
Kingston, United Kingdom  
Charles A. Seibold, III  
Tampa, Florida  
Robert J. Shuman  
Arlington, Virginia  
John W. Sidgmore  
Saddle Brook, New Jersey

Henry A. Smith  
New York, New York  
Ronald A. Straight  
New York, New York  
Paul S. Tamura  
Chicago, Illinois  
Blaine L. Thacker  
San Francisco, California  
J. G. "Sonny" Tom  
Los Angeles, California  
Phyllis F. Verma  
Arlington, Virginia  
Roberto Vernacchia  
Rome, Italy  
Judy B. Vorwerk  
Dallas, Texas  
Daniel F. Wecker  
Oakbrook Terrace, Illinois  
Geoff Wiggin  
Kingston, United Kingdom  
Gregory T. Williams  
Nashville, Tennessee  
Walter W. Williams  
Rockville, Maryland  
Craig T. Yamamoto  
San Francisco, California



Learning the fine art of Polynesian cooking.



## TELECOMMUNICATIONS TRAINING ROLLS OUT

Last month, the pilot of the field version of "Making the Telecommunications Switch" was held in the International Training Center. Two dozen people attended the three-day course, titled "Telecommunications Markets and Capabilities." (See schedule, at right.) The course reviews technical concepts in data communications and presents the telecommunications marketplace, GE Information Services' telecommunications marketplace, GE Information Services' telecommunications position, how GE Information Services compares to the competition, the company's strengths, and the team required to support the sale and implementation.

In order to receive the maximum benefit from the course, educational services has established a group of prerequisites to provide basic knowledge in data communications concepts and terminology, the telecommunica-

tions market, and the GE Information Services network. Attendees should have the knowledge contained in the following courses, whether they obtain it by attending the course, reviewing course handouts, or through work experience. They are:

- Data Communications Literacy—a computer based training (CBT) course which is now on line, and covers the material in the instructor delivered course from 1984. Requires four hours to complete.
- IBM Communications Concept—a CBT course that takes six to eight hours to complete. However, only sections 1, 2, 8, 9, 10, and 11 are necessary, and they require only two hours to complete.
- Telecommunications in the Business Environment—a new self-paced course that provides an overview of the telecommunications market from a client perspective and a discussion of a wide range of generic tel-



Debbie Saylor (left) and Cathy Michalak made the Telecommunications Switch.

## COURSE SCHEDULES

### Telecommunications Markets and Capabilities (Registration by region manager nomination)

April 9-11	Teaneck, New Jersey
17-19	Chicago
24-26	Dallas
30-May 2	New Jersey
May 1-3	Atlanta
7-9	Denver
15-17	Los Angeles
21-23	San Francisco
28-30	Cincinnati
June 4-6	Houston
11-13	Chicago
18-20	Los Angeles

### GE Information Services Communication Capabilities

April 15-16	New York
22-23	Dallas
29-30	Atlanta
May 13-14	Los Angeles

### Comprehensive Data Communication

April 8-12	New York
22-26	San Francisco
May 6-10	Rockville
20-24	Morristown
June 3-7	Dallas
17-21	Chicago

communication activities. It is about one day in length.

- GE Information Services Communications Capabilities—extensively offered in 1984 and selectively offered this year. It provides a detailed description of the company's communication capabilities.

The most important prerequisite is an on-line self-evaluation test on telecommunications. The purpose is for people to identify in which areas their knowledge is sufficient to take advantage of the core course and in which areas they need to study more before attending the course. The test is now on-line, and each student must take the test at least one week prior to attending the core course. While low scores will not bar

anyone from taking the course, each person will be given his test results along with suggestions on what courses he needs to study.

Educational services is also offering a new five-day technical course, "Comprehensive Data Communications," which presents an in-depth description of the operation of the components that make up a data communications network. Network topologies and their strengths and weaknesses, standards, layered architectures including OSI and SNA, circuits, multiplexing, and transmission techniques are covered in depth. Prerequisites for this course are the CBT courses Data Communications Literacy and IBM Communication Concepts.

## ADMINISTRATION

IRIS JYSTAD  
LOS ANGELES

*When I went into Mailbox to pick up a number in a Q catalog, the message came back saying I could not get the new number, since it was controlled by a different cost center. Isn't this a change?*

Yes, it is a change. Previously any sales office could go into Mailbox and get a Q catalog number assigned. Now, the cost center that handles the author is the only cost center that can submit a mailbox for a new number. Furthermore, the AR who signed up the author can make the decision about a revenue split. If you get such a message, and you don't know who owns the Q catalog, look at the DY28 file named CCENTERS, for phone numbers and QC addresses.

ADORIA LANDRY  
SAN FRANCISCO

*Are there any procedures on line relative to action an office should take when employees leave the company?*

Yes, the manager of Data Security, Jim Boomer has a reminder on QK11 with the filename SECUR\*.

JULIET WHITSON  
LONDON

*Please pass this on to your readers concerning usage of phonetics when describing catalogs. We experienced a delay because of a typographical error in a QUIK-COMM™ System message. Whenever possible, catalogs should be expressed with phonetics not only in verbal communications, but in written communications also. VC20 can come out as VX20, but not if you type Victor Charlie 20.*

MARIETTE BAGLIERI  
CHICAGO

*Is there any file on line that will give an overview back-*

# EAST-FAX

8\*274-6517 QK: FAST

*ground information about GE Information Services?*

Yes. Nancy Jamison and Steve Haraczak of Press Relations made a file available on DY28 and QK11. The file name is GEINF\*O.

MARILYN WILSON  
SAN FRANCISCO

*Our client does quite a few RMS tape out jobs and has a box full of the tapes he has received. Can he return them to GE Information Services for credit?*

No. If he can use them as scratch tapes or data tapes in his shop, he should do so. No, he can't send them back and ask us to write additional data on them, or write the output of additional jobs over the top of the present data. Years of experience have taught operations that when writing a client's data to mag tape, unless a new mag tape is used, it can lead to unreadable data, jobs to be redone, credits, etc.

ELLIE THATCHER  
CLEVELAND

*Does GE Information Services still have a Credit Union for USA employees? How can we reach them for more data?*

Park Federal Credit Union in Louisville, Kentucky, serves us. They can be reached on 800-626-2870.

DEWEY ABONDONZA  
PITTSBURGH

*The SPECTRUM story about Vaughn Rockney's efforts in writing software makes*

*me wonder where one gets a copy of the Employee Software Development Policy. Is it orderable from OLOS?*

No. Send a QUIK-COMM System Message to Mary Lee Keen in Information Systems, including your complete mailing address. Her address is SYSC.

RAM SIDHAYE  
ATLANTA

*What is the procedure for picking up a new catalog to be charged internally to our office?*

You'll find details in a DY28 file named NEWCATS.

AHMAD HABIBI  
SAUDI ARABIA

*Is there a file that provides a complete list of the item codes for ordering hardware and software items?*

Yes. It's on DY28, and the file name is ITEMCODE.

STEVE SACCO  
LYNDHURST

*Since there's a price difference between Metro and National at 24/4800 baud, how can we tell if the number being dialed is Metro or National?*

The International Access Directory will have an asterisk next to the number if it's Metro. In 300 and 1200 baud service, there are two classes of service—National and Extended National. You can tell if it's Extended National, because the client is dialing an 800 number, and incurs a \$20/hour premium rate.

## QUIK-COMM™ SYSTEM

SZEWAI LEUNG  
HONG KONG

*We have clients who want to use the QUIK-COMM System on a resource priced basis instead of transaction price. How can that be handled?*

You will have to receive concurrence from OCO headquartered here in Rockville. Send a message to QUIKBIS with details.

JAN BYL  
AMSTERDAM

*Country codes are required when sending Telex messages. How can we find out what the country codes are around the world?*

The new QUIKM\*\*\* Users Guide Supplement for QUIK-COMM Telex access (OLOS 3410 .22-2) has all the codes listed on page A-1—from Abu Dhabi to Zimbabwe.

PHYLLIS VERMA  
ARLINGTON, VA

*What is the best procedure for getting our office QUIK-COMM address deleted from a group address?*

List a QK11 file named GRP\$ USER—there is a procedure that will save you time.

KATHY HYNOSKI  
NEW JERSEY

*I have an invoice from a QUIK-COMM System only user, but there are some charges I don't understand. We know the client does not have any saved files in the entire catalog, but he's received a \$4.80 storage charge for PSUs each month. Also, there's an \$18 charge each month for a validation of some kind. What explanation can I give for these charges?*

The storage charges for \$4.80 for PSUs indicates that he has 6 user numbers validated, and he is being charged 1 PSU per month (\$.80 each) for the page that is stored containing his validation record, pass-

word, etc. The 6 users also incur a \$3.00 miscellaneous charge each per month for having the user number. These charges are standard—they are not unexpected. After all, the PSU charge for the validation record has been around since Day One, but has never come to light until exclusive QUIK-COMM System users came along having no stored files. If you promised the user he would see nothing but ABU charges, give him this explanation indicated (after you've taken him to a nice lunch).

**DALYN SOOHO  
BERKELEY**

*Is there a procedure to change the definition of an already existing group, without having to delete all the addresses and start from scratch?*

Yes. First get into the group by typing GRO NAME\$. Then type \*M NEW DESCRIPTOR NAME, followed by a \*S on the next line. To check to see that you did it right, enter GRO NAME\$ at CMD?, and it will tell you what the new name has been changed to.

## MARK 3000™ SERVICE

**LARRY McNEILL  
ATLANTA**

*What are the latest product release numbers for the DSXMIT2 product?*

DSXMIT2-DOSVS 1.2E  
DSXMIT2-DOSVSE 1.2G  
DSXMIT2-OS 1.3K

These can be ordered through the QK11 program named DECKS\*. List a DY28 file named DSXM first to learn what questions DECKS\* will ask you.

Clients have been asking for years if we have VM on our MARK 3000 Service—and the answer has always been NO, until now.

On April 1st, system banners invited users to list a file announcing the new VM service. If you didn't see the

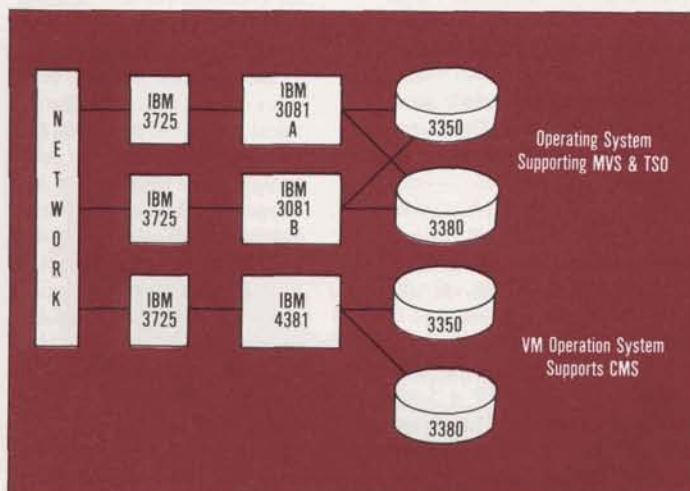


banner, here are just a few of the highlights: VM is a general purpose operating system, designed to provide efficient and user friendly interactive processing for both data processing professionals and end users. VM supports an assortment of friendly end-user information management tools to perform:

- Data entry
- Data organization
- Retrieval/reporting
- Electronic spread sheets
- Graphics
- Statistical computing
- Decision support
- Document preparation
- Document distribution
- Electronic mail

VM/SP General Information manual is OLOS 2910.01, and the MARK 3000 VM Users

Guide is 2910.16. This little diagram may give you an idea of where the VM system fits in the MARK 3000 Service world.



**MIKE BOYCE**

**PERTH, AUSTRALIA**

*A client heard that internal MARK 3000™ users have a program that checks budgets and prevents over-budget users from accessing. Is the function available for commercial use?*

No. The function is strictly an internal system with an IR program checking a database at sign-on time, comparing it against a defined budget. The database is a nightly extract from the FG PAR files. A similar system could be developed using the same technique, but it is not a standard offering.

**HOWARD FORER**

**NEW JERSEY**

*Is there an author that offers a job scheduling program on MARK 3000 Service?*

No. It's not from an author,

but it's now available. This has been one of the most often asked questions in Fast Fax in the MARK 3000 area. We now have Cybermation's Execution Scheduling Processor/Job Submission System (ESP/JSS), Release level 2.1. It's integrated into the operating system as a subsystem so there's no special catalog required. IBM does not offer a product like this. (Presumably they like to see more operators hired.) Here are some of the possible benefits to clients:

1. Reduce manual intervention involved in submitting jobs.

2. Have assurance that the job will be submitted at the correct time.

3. Take advantage of overnight batch work, without the need to establish 2nd and 3rd shift operations.

ESP/JSS can be used as both a job submission system and as a driver for other time-dependent functions. For details on how to set up jobs for submission, type NEWS K(JSS) on your MARK 3000 Service U#.

MARK 3000 Service U#s must be validated for the function via Mailbox.

## MARK III® SERVICE

**JOHN THOMPSON  
NEW JERSEY**

*Is the Value Line Data Base available on our service?*

Yes, and what's new is that it can now be accessed through the easy-to-use QMOD System. VL DB II contains income statements, balance sheets, and information on sources and uses of funds for over 1600 major U.S. companies. Several commonly used ratios and industry composites are also available. Your client will have to make an agreement first with the Value Line office in New York City before he can access the data on our service.

## ENHANCED TELECOM- MUNICATIONS

BOB FOSTER  
MIAMI

*Can you give me some details of the cost of using the public data network in Germany? It's called Dutex-P.*

Yes. The installation cost for the Dutex-P connection is 400 Deutschmarks. The monthly cost is 130 DM. It takes approximately 8 to 10 weeks for an installation. If they use a Dutex-P main connection, no modem is necessary. Support will be provided by Michael Brombach, responsible for incoming business. His address is GIBC. (Thanks to Hugo Schoen of Frankfurt for this data).

MARCELLA MAZZA  
MELBOURNE

*How can we get an IBM System 36 connected to the network to be used in a QUIK-COMM System application?*

The Orion company in Cambridge, Massachusetts, has packages for the Systems 34/36/38 that connect these computers at 2400 or 4800 baud, and it's especially designed to interface to the QUIK-COMM System. The company can be reached here in the USA on 617-576-0470, and they have affiliates in most of the countries where we have distributors. If you need specific information for your territory, send your request to FAST.

## APPLE TALK

*Presume that you have boarded a plane for a short business trip, and the man sitting in the seat next to you notices that you work for GE Information Services.*

*He has just read in the newspaper about the agreement between Apple and GE Information Services and being somewhat knowledgeable in the field of small computers and their ability*

# EAST-FAX

8\*274-6517 QK: FAST

*to access a network; he begins to ask you some questions about what is going on between the two companies.*

*Before he starts asking you questions, you'll be glad that you read this first. The next few pages will anticipate his questions, and will brief you on the answers you should be giving him.*

**Q: What is your company's agreement with Apple?**

**A:** There are two elements to the agreement:

1. We've become a Value Added Remarketer (VAR) for Apple products—actually—the Macintosh only. The significance of this is our confidence in the Macintosh as a business computer and its use in networking applications.

2. We also provide Apple with consulting and networking services to design, implement, and operate Apple's dealer support system called AppleLink.

**Q: Are the AppleLink and DealerTalk applications commercially available yet?**

**A:** AppleLink is currently in pilot test with full rollout planned later this spring, and DealerTalk is in development phase.

**Q: How many Macs does your company expect to sell?**

**A:** There is no specific quantity, but the agreement only makes sense if we

plan to sell enough applications to require at least 1,000 Macs per year. Macintosh sales may exceed our purchases from Apple because some clients prefer to buy from retail dealers or directly from Apple.

**Q: What are the two terms "AppleLink and DealerTalk," and how does GE Information Services fit in?**

**A:** AppleLink is the dealer support system for Apple's 2500 dealers. It provides

1. a textual data base of answers to frequently asked questions;
2. electronic mail and
3. an electronic bulletin board to broadcast announcements.

This system was jointly developed by Apple and GE Information Services. Its greatest value is access to existing technical or sales information.

DealerTalk is our version of AppleLink repackaged for other markets, including information providers and dealers in industries like electronics, telecommunications, publishing, public accounting, and appliances. We have over 25 organizations on our prospect list and the average prospect has 75 remote sites. We are in the process of obtaining agreement with Apple for their support in helping

us remarket DealerTalk when this is appropriate. The price of DealerTalk should average \$15 to \$25 per user per business day. We will market it through our field sales organization.

**Q: Don't most companies print and mail technical bulletins to their dealers?**

**A:** Yes, but Apple headquarters can deliver new technical data to their dealers in a matter of minutes, instead of weeks. This efficiency in transmitting the data makes their dealers and servicemen more responsive to their customers' technical questions. Apple has already invested in quality dealer support material, but we feel the network will give it even greater value.

**Q: How do you plan to be successful when Apple has been largely unsuccessful with marketing to corporate accounts?**

**A:** We recognize that some clients prefer IBM PC applications, but we're prepared to defer these DealerTalk opportunities until an IBM PC interface is developed. We think the easy-to-use advantages of the Macintosh interface with its rich use of graphics, together with our proprietary enhanced telecommunications services will be a compelling formula for success with corporate accounts. When the buying decision criteria is mainly the ability to fulfill information needs and requirements, then the Apple-GE Information Services combination will win.

**Q: Any other reasons?**

**A:** Yes, and this is subtle. We can work closely with Apple to a degree that's not possible with any of Apple's competitors. Apple will share with us their forthcoming technology so there are no technology surprises. And they will work with us on key sales



*Continued*

situations. This is a situation where we both win.

**Q: When will Macs be accepted by corporate America?**

**A:** It's already starting. While IBM PCs are the #1 corporate standard, Macs are finding their way in. People who need to communicate graphically are creating the demand. Examples include the 400 plus pages of high graphic presentation material we produced on a Mac and its laser printer for a one-week sales training course. All this took about 100 man-hours. High productivity!

**Q: Does this mean you are rejecting IBM PCs?**

**A:** Not at all. In fact, most existing applications we have developed are built around IBM PC technology. A dual standard is developing, and we are accepting both.

**Q: Have you sold any DealerTalk systems?**

**A:** We just announced the service on March 5th at the INTERFACE '85 Conference in Atlanta, and already have many strong prospects. We think our timing is right. Personal computers and networking are the raw material for the applications in the 80s. An important advantage is that the Macintosh insulates the user from the complex world of computer communications. Users prefer to point to something with a mouse rather than remember a series of cryptic PC commands.

**Q: Do you intend to sell standalone Macs to corporate America?**

**A:** No, our agreement with Apple stipulates that the Macintosh may only be sold by GE Information Services in conjunction with our networking services. DealerTalk is a good example. Only typical retail dealers may sell the product without value added software and services.

**Q: When might you recommend the IBM PC over the Macintosh?**

**A:** The IBM PC makes sense when the purchase criteria mandates a data processing standard and when the application involves financial data or number crunching. The Macintosh makes sense when the application is facilitated by graphics and ease of use. For example, applications involving first-time users.

GE Information Services Company garnered a total of seven major awards at a recently concluded Technical Publications Competition sponsored by the Society for Technical Communication.

Four levels of awards—Distinction, Excellence, Merit, and Achievement—were presented in fourteen categories. Award winners and winning publications include: Bill Backer (enhanced telecommunications marketing), *Micro Integration Software and Services*, Award of Distinction and *Positively MARK III*, Award of Achievement; Jesse Burnett (advertising and sales promotion), *The QUIK-COMM™ System*, Award of Distinction and *Information Management Systems, MARK\*NET™, MARK-LINK™, MARK 3000™*, Award of Achievement; Phillip Piper and Mary Wise (systems and languages documentation), *MARK III® Connector User's Guide*, Award of Achievement; Mary Wise and Jane Byrne, *SOFTRAN Services User's Guide*, Award of Achievement; and Suzanne Porter (systems and languages documentation), *MARK\*NET Terminal Operator's Guide*, Award of Achievement.

The *Micro Integration Software and Services* brochure and *The QUIK-COMM System*, winners of Awards of Distinction, qualified for automatic submission to STC's International Technical Publication Competition and will compete with regional winners worldwide for the International Awards to be presented at STC's International Technical Communication Conference in Houston in May 1985.

GE Information Services' performance in the Technical Publications Competition, and presence at the International Technical Communication Conference marks our continuing success in the publications field. The technical documentation and advertising groups have won numerous awards at the International Technical Communication Conference in the past. This year's display represents a culminating effort as never before have we been so well represented or received so much recognition—across the board—for our publications.

The Society for Technical Communication is an international organization with more than 8,000 members worldwide. STC is dedicated to the advancement of the theory and practice of technical communication in all media. The Society has over 80 chapters in the United States and Canada and branches in foreign countries.

—Suzanne Porter

## NEW AND REVISED DOCUMENTATION

### NEW AND REVISED MARK 3000™ SERVICE DOCUMENTS

The MARK 3000 Service is IBM compatible and affords conversational remote job entry and computer-to-computer processing. A number of publications describe new, recently revised, or imminent MARK 3000 services.

### MARK 3000 SERVICE VIRTUAL MACHINE (VM) USER'S GUIDE PUBLISHED

*The MARK 3000 Service VM User's Guide* (2910.16) describes in detail this service, which combines the flexible facilities of the standard IBM VM/System Product (VM/SP) with additional security and terminal access features and with the capabilities of the GE Information Services Network.

MARK 3000 VM service provides user development facilities that take full advantage of VM/SP's resource optimization. At the same time, this service affords the widest possible choice of communications terminals, including Binary Synchronous (BSC) 3270 access and low-speed ASCII-type CRT terminals.

The Guide also lists numerous reference publications available from IBM and GE Information Services.

### JOB SUBMISSION SYSTEM EXPLAINED

The Execution Scheduling Processor/Job Submission System (ESP/JSS) is a production scheduling subsystem of the MARK 3000 operating system. JSS is time-dependent, accepts work requests from terminal users or for batch jobs, and schedules and prioritizes work based upon its internal rules and normal priority processing procedures.

JSS serves as both a job submission system and as a

driver for other time-dependent functions, affording substantial flexibility in complex environments.

For additional detail, consult the *ESP/Job Submission System General Information Manual* (2057.01), the *ESP/JSS User's Guide* (2057.02), and *ESP/JSS Messages Manual* (2057.03).

### UPGRADED GRAPHICS SOFTWARE DESCRIBED

Revised versions of several graphics and plotting software products are soon to be available.

DISSPLA is a library of FORTRAN subroutines designed to facilitate data plotting by engineers, economists, statisticians, and scientific and business programmers. DISSPLA is device and computer independent, integrates graphic devices, features easy language, and offers many levels of sophistication. New Version 9.2 incorporates new axes routines and corrections to user-reported problems.

For detailed information see the *DISSPLA User's Guide* (5111.20A) and *DISSPLA Pocket Guide* (5111.21A) for Version 9.2.

TELL-A-GRAF is a flexible, conversational computer graphics system that produces publication-quality graphs and charts. TELL-A-GRAF is computer and device independent; features automatic scaling, layout, and annotation of graphs; and facilitates experimentation with various formats. TELL-A-GRAF runs in time sharing or batch mode. The new Version 5.0 includes extensive enhancements, such as: intelligent layout capabilities, increased color options, an area chart format, and corrections to user-reported problems.

Additional information is supplied in the revised *TELL-*

*A-GRAF Reference Manual* (5111.22A) and *TELL-A-GRAF Pocket Guide* (5111.23A).

### FOCUS 4.5 DOCUMENTATION AVAILABLE

FOCUS Release 4.5 requires users to have more memory available (a logon size of 2200 is recommended). In addition, FOCUS 4.5 includes a number of new features, such as: functional enhancements that facilitate application development; convenience aids; raised boundaries in several important areas; improved efficiency that reduces CPU resource consumption; and language extensions that increase the range of differential applications.

For more information on how to use these new features, see *FOCUS Release 4.5 Summary of New Features* (5614.29) and *FOCUS Release 4.5 User's Manual* (5614.01).

### NEW SCRIPT/VS MANUALS STOCKED

SCRIPT/VS is a formatting text processing program that is part of the IBM Document Composition Facility licensed program. SCRIPT/VS supplies a wide range of capabilities for manuscript preparation, text markup, page makeup, and printing. SCRIPT/VS provides formats for terminal, impact, or nonimpact printing and operates in an interactive environment (TSO or SPF) or in a batch environment (under the Document Library Facility).

Stocked are six new SCRIPT/VS documents: *DCF: SCRIPT/VS Text Programmer's Guide* (2900.69); *DCF: SCRIPT/VS Language Reference* (2900.70); *DCF: Messages* (2900.72); *DLF: Guide* (2900.59A); *DLF: Messages* (2900.73); and *DCF: Generalized Markup Lan-*

*guage Starter Set Implementation* (2900.71).

Other documents previously stocked are being updated.

### NEW SOFTRAN DOCUMENTATION AVAILABLE

SOFTRAN Services supply an electronic means of managing and distributing authorized microcomputer software in a distributed information systems environment. With SOFTRAN, all the latests, up-to-date software can be made immediately available to an entire user population. SOFTRAN uses GE Information Services' MARK III® Foreground Service as a repository and controlling delivery medium for IBM PC software, data files, and documentation.

Detail on SOFTRAN is given in its *Product Profile* (1375.19), *System Description* (1375.28) and *User's Guide* (1375.20-1).

The administrator portion of SOFTRAN (being commercialized as this is being written) handles the control functions, and SOFTRAN takes care of the processing details. The SOFTRAN Administrator can: upload PC software into a SOFTRAN library using error-free transmission; control user access validation; broadcast messages and information; exercise software version controls; post and maintain software product descriptions; audit reports for access, download, and usage information; and download software from SOFTRAN library to a PC.

SOFTRAN administration also manages system growth by routine maintenance—establishing and loading new products or module versions to existing libraries and adding new user profiles.

The new *SOFTRAN Administrator's Guide* (1375.29-1) is being published this month.

## WORTH NOTING

### NEW EUROPEAN COMPANY SET UP

General Electric Company (USA) has announced the establishment of its European management company, General Electric Europe with offices in London and Frankfurt.

Paolo Fresco, an Italian with more than 20 years experience with General Electric, has been appointed president and chief executive officer of the new organization. He will lead a management board comprised of senior managers of General Electric's European affiliates and divisions.

This is a confirmation of GE's continuing commitment to Europe, where there are more than 15,000 employees, and does not involve any fundamental change in the existing operations of GE's business groups and affiliate companies. It is intended to make a significant contribution to GE's European business in three distinct areas: defining the broad corporate strategies and policies at the European level; achieving increased integration and synergy among the various operating activities; and actively seeking new opportunities for profitable growth such as investment and alliances with European organizations.

Mr. Fresco will retain his current responsibility as vice president and general manager for Europe, Middle East and Africa Operations and continue as chairman of General Electric Industrial Automation-Europe.

### GE OFFERS MAGIC KINGDOM CLUB DISCOUNTS

If you are going to Florida or California, you can benefit from membership in Walt Disney's Magic Kingdom Club.

All GE employees are eligible to become members. All you have to do is send your name, home address, employee pay number, and a self-addressed, stamped envelope to: Georginne Edmon, GE Carousel of Progress, Walt Disney World, P.O. Box 40, Lake Buena Vista, Florida 32830.

Please send your request well in advance of your planned use to allow time for processing; because of restrictions, phone requests will not be accepted.

### ANNUAL REPORT OFFERS WEALTH OF INFORMATION

Nearly all GE employees received the GE annual report this month as required by the Security and Exchange Commission as part of the process leading to a company's annual meeting.

Sid Spencer, GE corporate consultant for external financial information, explained, "SEC rules state that when share owners are asked to vote for directors through a proxy solicitation program, as is the case with GE, they must receive a set of financial statements—an annual report—prior to or along with receipt of the proxy statement."

The specifics of this financial disclosure are also set by the SEC. Industry segment data is a case in point. "If a segment of a company accounts for 10 percent of reve-

nues, operating profits, or total assets," he said, "its results must be reported separately. Because of this, Major Appliance, which has grown very fast in the past few years, is broken out from the rest of consumer products for the first time in the '84 report."

GE's 1984 Report leads with a letter to share owners from the Corporate Executive Office—Jack Welch, Larry Bossidy, and Ed Hood. The letter advances the past few years' discussion of GE strategy, performance in the face of tough competitive environment, and the changing nature of GE culture.

The annual report offers a level of detail that very few share owners will need. However, the detailed technical information in the extensive 'notes' section, is important to a small but critical audience—the professional securities analysts who follow GE and, it is hoped, recommend purchase of GE stock. They use the detailed financial information to make performance forecasts, upon which they base purchase recommendations. Along with the financial information, the financial analysts look to the management letter, the explanation of strategy, and to top management to get a greater understanding of GE.

## MILESTONES

Congratulations to the following employees who celebrate service anniversaries in April:

### 30 years

*Rockville*  
**Glenn Uthe**

### 25 years

*Brook Park*  
**Gladys Johnson**  
*Rockville*  
**Mel Szot**  
*Denver*  
**Ronald Nutter**

### 10 years

*Rockville*  
**Mary Jane McCarraher**  
**5 years**

*Albany*  
**Mary Curland**  
*Cleveland*  
**Charles Skerya**  
*Dallas*  
**Barbara Lewis**  
*Denver*  
**Rilla Washington**  
*New York*  
**JoAnne Velardo**  
*Oak Brook*  
**Stephen Kingsbury**  
*Rockville*  
**Joseph Jordan**  
**Luz Sharp**  
**Robert Sparks**

parting shot

... AND THE WINNERS ARE



*They're real winners: (from left) Jesse Burnett, Suzanne Porter, Mary Wise, and Bill Backer have all won recent major awards for their work. (See story, page 11.)*