

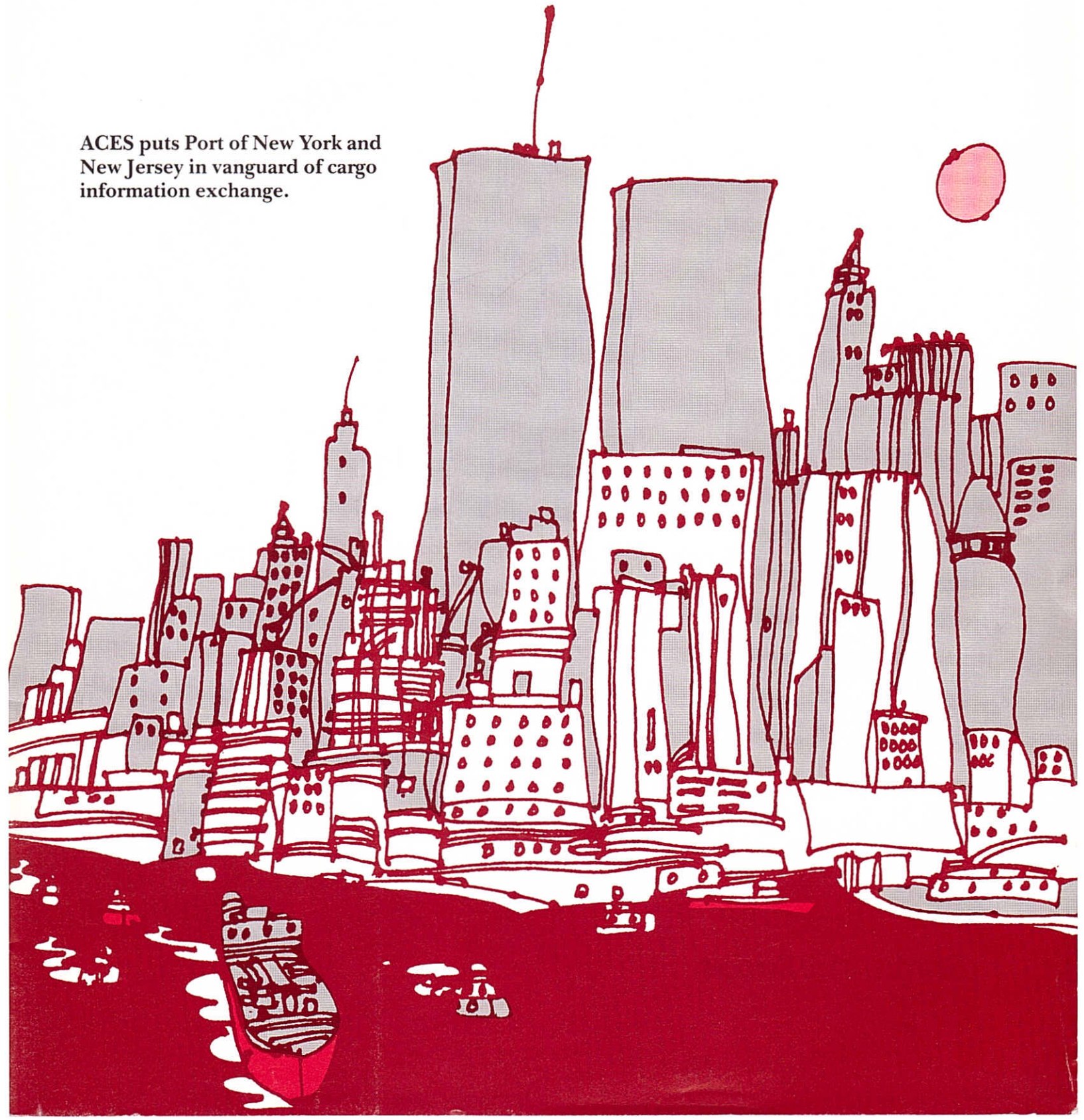


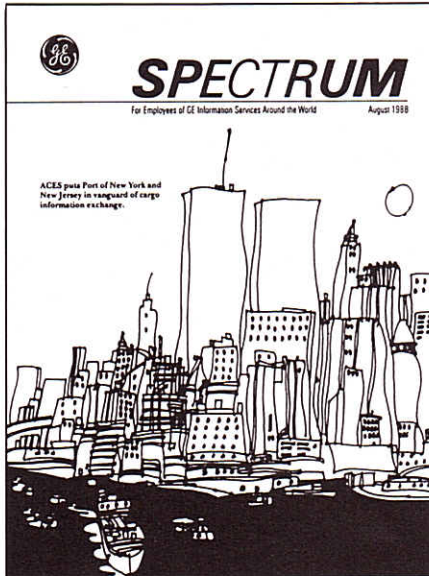
SPECTRUM

For Employees of GE Information Services Around the World

August 1988

ACES puts Port of New York and New Jersey in vanguard of cargo information exchange.





About the cover

ACES (Automated Cargo Expediting System), jointly developed by the Port Authority of New York and New Jersey and GE Information Services, puts the Port in the vanguard of cargo information exchange. This EDI system will enable members of the maritime shipping industry to transmit and exchange cargo information quickly, accurately, and inexpensively.

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GE Information Services

3 Eastern Sales Team Holds All The ACES

ACES, an EDI system developed for the Port of New York and New Jersey, is a major breakthrough in the Trade and Transportation industry.



6 The Business In Spain

Business in Spain is in a strong upward spiral and GE's distributor, Teleinformatica, has a strong presence in that market.



8 Microsoft Goes OnLine

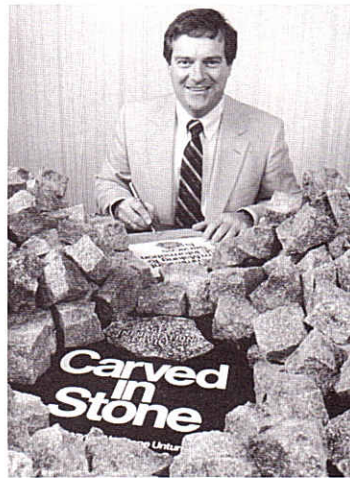
GE Information Services won a major contract with Microsoft for a customized version of BusinessTalk. Now the two companies are working as partners to advance OS/2 technology.

13 Campaign '88

The U.S. sales and SDC people are competing among themselves to increase sales in the second half of '88.

16 Stamping Out GEISCO

GE Information Services has launched a major campaign to stamp out the use of GEISCO when referring to the company—and it's having a lot of fun doing it.



18 Good News

Recent contracts that contribute to the company's profitability.

19 Fast*Fax

Questions most frequently asked of Fast*Fax editor, Mike Gwinn.

21 New & Revised Documentation

New titles available through OLOS.

22 Industry Briefs

A look at major moves by our competitors.

24 Milestones

Employees marking 5-year anniversaries with the company.

Eastern Sales Team Holds All The ACES

Automated Cargo Expediting System (ACES)
speeds data through the Port of New York and New Jersey

Revolutionary is the word being used by ocean line executives, customs brokers, freight forwarders, and computer experts to describe the Automated Cargo Expediting System (ACES) jointly developed by the Port Authority of New York and New Jersey and GE Information Services.

The system, based on electronic data interchange, will enable members of the maritime shipping industry to transmit and exchange cargo information in a fast, accurate, and inexpensive way. The first phase, involving steamship lines, terminal operators, and customs house brokers, is expected to result in a more expeditious flow of marine cargo through the New York/New Jersey port. Later the system will be expanded to include rail and motor carriers as well as freight forwarders involved in foreign trade shipments. Key federal regulatory agencies will also have access to the system.

"The ACES system will place the Port of New York and New Jersey in the vanguard of cargo information exchange," says James J. Kirk, port department director for the Port Authority. "It will provide us with a total cargo communications network."

Seeking The Competitive Edge

Traditionally, maritime transactions have been handled by transfer of official documents by mail and messenger with repeated follow-up by telephone. This process resulted in delays to consignees for receipt of cargo. Such inefficiencies, coupled with increasingly cumbersome and time-consuming inter-company communications due to the sheer volume handled by the port, sent a strong message to the Port Authority. The Port needed an electronic cargo information exchange system if it was to retain its premier status and sustain its competitive advantage.

Once the functional specifications for the system were defined, the Port Authority issued a request for proposals to a select list of vendors—McDonnell Douglas, Western Union, and GE Information Services—for development and implementation of the project. The vendor's task was to adapt the structure of existing EDI software to the highly specific needs of the New York/New Jersey Port.

Rudy Gawron, technical director and overall project manager of the ACES development effort, transformed the Port's functional requirements into an efficient and user friendly computer application. But it was the EDI marketing team, led

by Mary DeTuerk, that persuaded the Port Authority that ours was the right solution for their needs.

Added Value Wins The Day

This was another case of effectively selling added value not only in our technical solution but in our support capabilities and our experience in EDI worldwide.

While ours was not the lowest bid, the EDI marketing team showed the Port that opting for anything less than a total solution—training, documentation, help screens, compliance checking—would not enable the Port to gain the competitive edge it was seeking.

After months of tough negotiations, GE Information Services was selected for system development.

"We consider ACES a very important step for the Port of New York and New Jersey and for the transportation industry as a whole," says Frank Caggiano, assistant director of the Port Department for the Port Authority. "It is important that we work with the kind of EDI vendor who not only has a successful track record but also can meet the special connectivity and other needs of the Port and its many trading partners. GE Information Services has the right credentials for the job."

"We're very pleased to have played a major role in helping the

Port Authority make ACES active and effective," says Ron Banaszek, manager, Eastern Area. "While we view our adaptable EDI system and extensive network as a powerful pair, our value as an EDI vendor also lies in our proven ability to introduce new users to an EDI system in a cost effective period of time. We've worked long and hard at perfecting our implementation services and we're eager to put them to work for the users of ACES."

An Integrated User Community

Because the EDI system uses standardized formats, ACES will allow computerized systems that vary widely in cost and sophistication to communicate with each other. GE will also be responsible for program-

ming and disseminating information among the various trading partners in the ACES community. Large corporations with mainframe computers and small organizations with microcomputers will be able to share equally in the system.

The EDI*EXPRESS™ system will enable steamship lines to send data for cargo arrival notices to customs house brokers. After receiving these notices, the brokers can send delivery order data to terminal operators, identifying the cargo for pick-up, giving broker identification numbers, and providing other required data. The terminal operators implementing the EDI system can then respond to customs house brokers with information on the status of the cargo.

Initially, ACES will use ten transaction sets developed by the Ocean Standards Maintenance Committee of the EDI Association, formerly known as the Transportation Data Coordinating Committee. Costs for using the system will be determined via contractual agreements reached between the Port and GE. Fees will be based upon volume, with users being billed on a per message basis.

Potential cost savings for the maritime community will be enormous. Typical cost for sending an arrival notice electronically will be 40 to 60 cents. Status inquiries and replies will cost about 20 cents.

Pointing to the potential cost savings, Bob Crowley, business systems manager, Trans Freight Lines, Inc., Wayne, New Jersey, noted that a



stamp alone costs 25 cents. Total costs for a single inquiry can run as high as \$25 using traditional methods, he said.

Rolling Out ACES

Rollout of the ACES system will take place in three phases. The first will involve steamship lines, terminal operators, and customs house brokers. The next phase will focus on intermodal electronic communications, tying rail and truck lines as well as freight forwarders into the system. Federal regulatory agencies will be the focus of the final stage. Completion of each phase is expected to take about a year.

Frank Caggiano estimates that 100 steamship lines, eight terminal operators, 350 to 500 customs brokers and freight forwarders, and 5,000 truck lines will be hooked onto the system, in addition to Consolidated Rail Corp.

"Clearly, an undertaking of the scope and magnitude of ACES could not have been accomplished without the dedication and hard work of a special group of individuals, some of whom have lived and worked with this project from the outset," says Ron Banaszek.

Steve Meltsner, account manager assigned to the Port, has been involved since the issuance of the RFP and will be dedicated to the project throughout the promotional and implementation phases. Izy Franco, manager, Eastern Sales Region, played a major role in negotiating and closing the contract. Niels Nielsen's International Trade and Transportation team, especially Dan Greenwood and Cathy Wall, have given valuable support throughout the project.

"This project has proven to us that ports can be effective hubs for selling EDI in the transportation market," says Niels Nielsen. "We plan to capitalize on this opportunity."



ACES was unveiled at a press conference at the World Trade Center in New York. At top, the ACES workstation is demonstrated for the press. Shown here are Frank Caggiano, assistant director, Port Department, Port of New York and New Jersey, seated at keyboard, and (left to right) Larry Sposi, ACES project manager, Port of New York and New Jersey, Steve Meltsner, ACES account manager, New York Commercial Region, and Ron Banaszek, manager, Eastern Area.

Above, Izy Franco, manager, Eastern Sales Region, addresses the press.

The Business In Spain

*In the burgeoning Spanish economy, GE's distributor,
Teleinformatica, has a strong presence*



“The business ambience in Spain is flourishing,” says Eusebio Ferri-Pont, distributor support manager, Latin countries, “and this is very good for GE Information Services.”

Spain has the highest GNP growth within member nations of the European Economic Community (EEC), which it joined in January 1986. This, together with a long period of political stability, is creating a very positive environment for the development of economic activity. Future economic growth looks very strong, as Spain looks toward 1992 and the creation of a unified European market. Add to this that the 1992 Olympic Games will be held in Barcelona and a Universal Expo will be held in Seville that same year, and the economic outlook is very rosy indeed.

Through our distributor, Teleinformatica, S.A., GE Information Services has a strong presence in the Spanish market. Headquartered in Madrid, with offices in Madrid and Barcelona, Teleinformatica is a services company wholly owned by one of the largest financial organizations in Spain—Banco Bilbao-Vizcaya. This new super bank was created recently through the merger of two of the top five banks in Spain—Banco de Bilbao and Banco de Vizcaya.

Teleinformatica has three major lines of business: GE Information Services distribution, IBM micro-products distribution, and telecommunications consultancy. Of its 30 employees, 18 are dedicated to GE Information Services commercialization and support. This number is expected to grow to 25 before the end of the year.

Clear Business Focus Pays Off

The business strategy of Teleinformatica is very clearly focused in banking, the automotive industry, and EDI as a horizontal support.

The young company has been very successful in the banking market. Teleinformatica began selling Cash Management applications at the end of 1986 as the starting point to penetrate the banking community. At the beginning of 1987, it had one bank ready to implement the application. By mid year three banks were members of the “Cash Management Club.” By mid-1988 seven banks were members of the Club.

The revenue ramp is even more impressive. By the end of 1988 banking revenue is projected to be nearly 25 times that of 1986. Projected annual growth for the next five years is 30 percent per annum. In number of users, the company’s growth is equally remarkable. At the beginning of 1987, 16 users of Cash Management services were active. By mid-1988 Teleinformatica had 600 active users and this number is expected to grow to 900 by the end of 1988.

The strategy of Teleinformatica is to provide the services that the banking community needs, even if the application is only domestic. This strategy is already paying off. Teleinformatica’s solid base is creating the right environment to discuss international applications with the banks.

“Teleinformatica’s approach is to follow the path of the Spanish banking industry in perfect symbiosis,” says Eusebio Ferri-Pont. “Large international systems are already under discussion and the next three years will see the implementation of large sophisticated international applications.”

Automotive Industry Is Ripe For EDI

In the automotive industry, the industry that provides more jobs than any other in Spain, Teleinformatica has very good penetration through Seat, a Spanish manufacturer, of which Volkswagen owns 51 percent. The Seat dealer system is made up of 270 dealers around Spain and reaches more than 12 countries around the world. The system is of strategic importance to Seat for the development of their international operations. GE services, provided through Teleinformatica, have contributed to making Seat the first exporting company in Spain. Seat’s Ibiza car is already popular in most of Europe—and even in the Far East.

In the automotive industry, all large manufacturers of Europe, Japan, and the U.S. have operations in Spain. This presents a climate ripe for EDI. Teleinformatica has established a group of people totally dedicated to developing EDI applications in Spain. This is a long term investment and a serious challenge, since EDI is a market selected by everybody in Spain to start their network based activities.

“Through our distributor, Teleinformatica, we will win in this market,” says Eusebio Ferri-Pont. “The company offers a real team of people—dedicated, enthusiastic, and highly motivated—to make a success of their activity and to promote the GE Information Services’ image.”



Microsoft Goes OnLine

GE Information Services
teams with Microsoft to make this
electronic support service work

With the release of its OS/2 version software, Microsoft Corporation saw its potential user base escalating from a few thousand users to upwards of 10,000. To be responsive to this client base of OEMs, software developers, and corporate development departments, Microsoft recognized the need to replace its in-house VAX system, which relied on long distance telephone and Telenet, with a fully functional electronic system. In addition, Microsoft wanted a link into the retail/consumer marketplace.

After looking at various service offerings, including BusinessTalk™, Microsoft was ready to sign with CompuServe because it seemed to offer the best price.

Convinced that we offered a superior product, GE Information Services invited Microsoft to visit the Executive Briefing Center in Rockville for a demonstration of BusinessTalk the day after they had visited CompuServe's headquarters in Ohio. When Microsoft agreed, Tim Lee, Mike McDowell, Paul Inserra, and John Sidgmore strategized and came up with a creative market definition for Microsoft that would differentiate between business users and consumers. Business users would access Microsoft data directly through BusinessTalk, while consumers would access the data in non-prime time via the lower priced GENIE™ system.

With this offer in hand, Kent Schwab and Roger Dyer changed the way Microsoft viewed their system requirements and convinced them that BusinessTalk was a system second to none. This dual strategy worked and led to a three-year commitment from Microsoft.

Forging A Working Team

Forming a close working relationship with Microsoft had its own set of challenges. When the teams first met, the contrast in cultures was



Microsoft's Rick Farmer, director, Product Support Service (left), and GE's Tim Lee, Microsoft account executive, Northwest Region, take advantage of the nice weather to conduct some business out of doors on the beautiful Microsoft campus.

evident not just in the casual style of dress on the Microsoft "campus," as their headquarters in Redmond, Washington, is known, but in their approach to problem solving.

Microsoft's culture can be described as young, energetic, aggressive, intelligent, dedicated, and fast paced. Chairman Bill Gates' goal is to turn Microsoft into a micro software factory. Everybody wears casual clothes at work, even the vice presidents. The average number of computers per employee company

wide is 2.5. A typical software developer may have four computers in his office, often all four in use at once.

To this "frenzied" environment, GE brought some structure and methodology (as well as blue suits and white shirts) to add checks and balances. Although the GE team could not dictate how things should get done, they did foster the idea of studying different implications before making decisions. After some initial getting used to, the two organ-

izations were able to form a good working relationship built on the strengths of both.

"Microsoft is one of the best clients I've worked with in my five years with the company," says Craig Yamamoto. "We've developed a close working relationship that is more like a partnership than a client/vendor relationship. Their openness, their team approach to resolving problems has made this difficult implementation go much more smoothly."

Company-wide Effort Makes It Happen

The technical team of Clete Spehr, Craig Yamamoto, and Colin Bonn, Western Area SDC, led the development of a customized version of BusinessTalk, which includes access from GENie to the Microsoft data bases. But developing the complex application on the aggressive schedule Microsoft required to meet its client's needs took a company-wide effort.

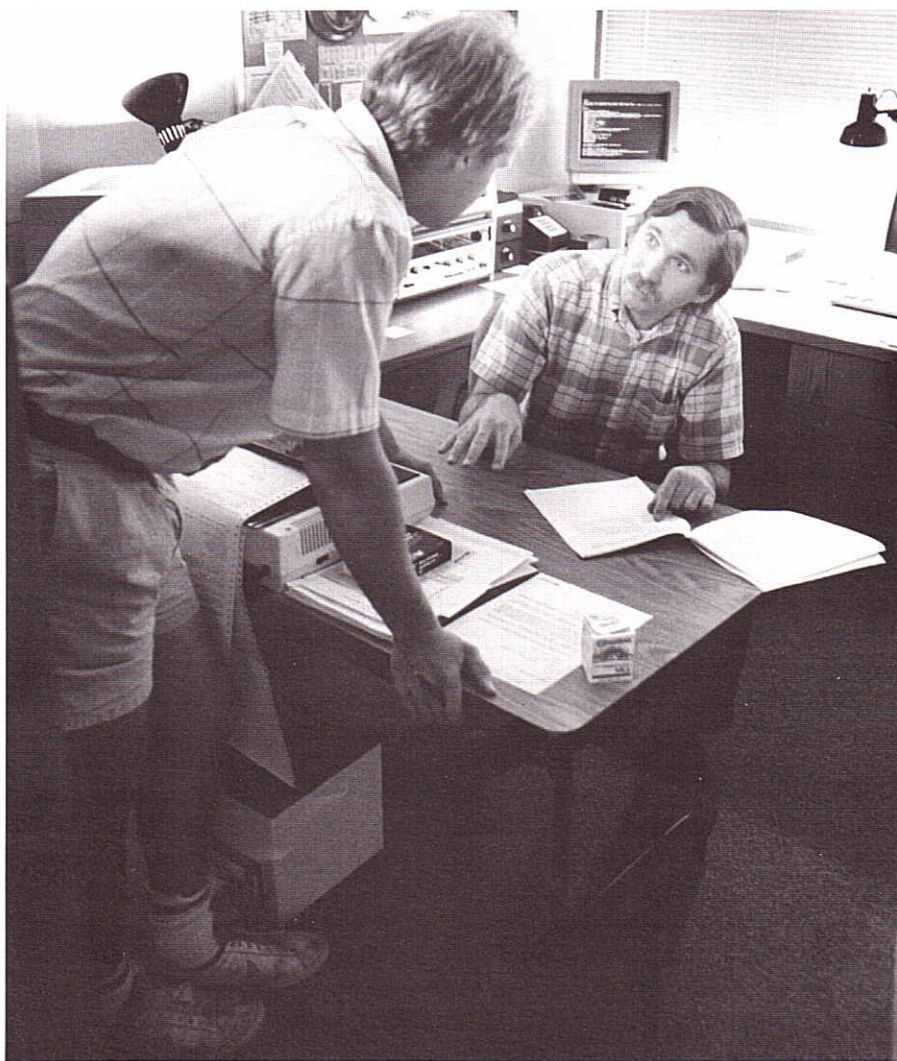
"We could never have gotten the product where we wanted it to be without support from a lot of other groups in the company. They responded with a 'Yes we can' attitude, and through a lot of people's efforts, things came together."

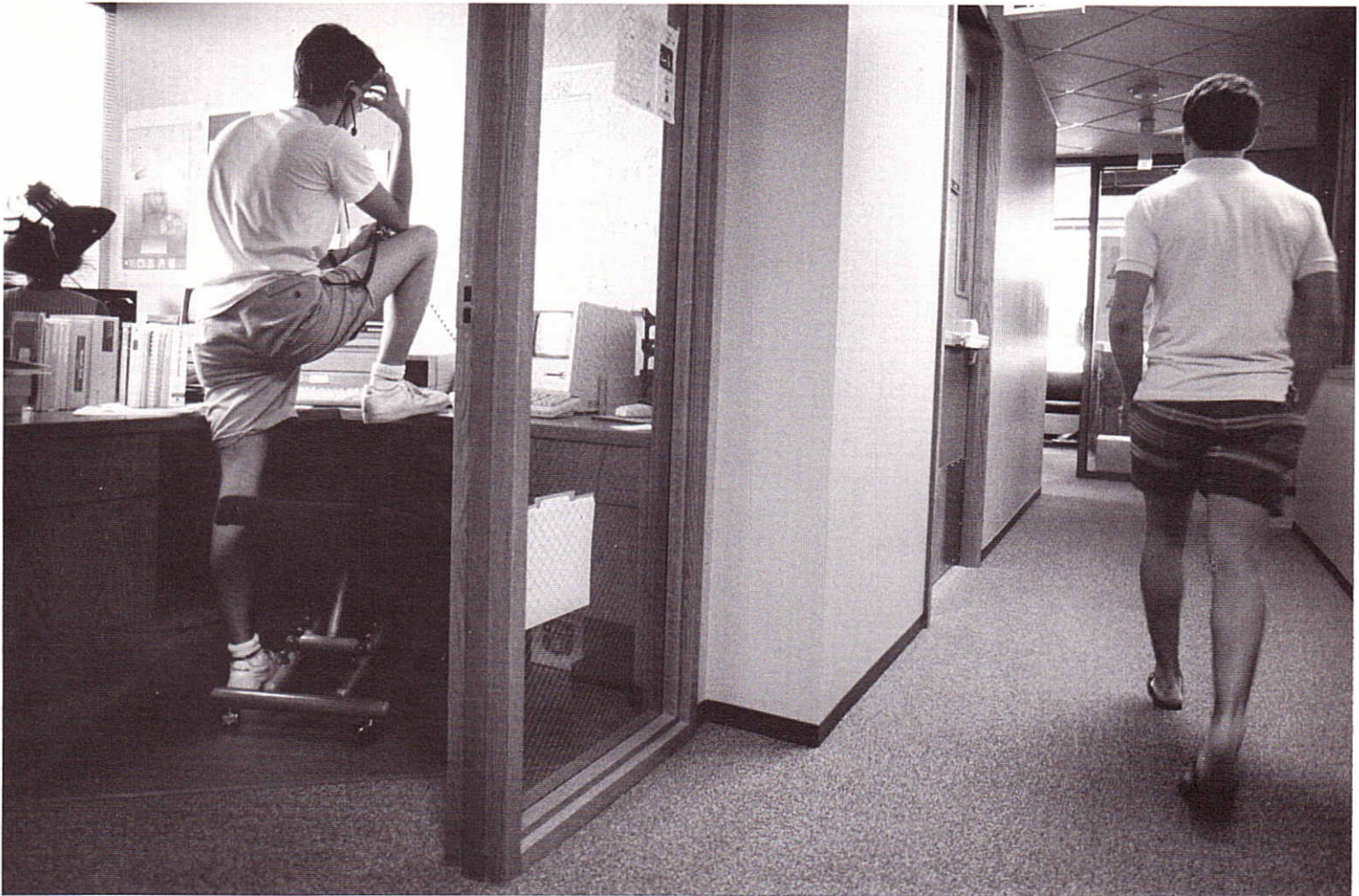
The technical centers on both coasts, the Berkeley engineering group, Client Services, Client Systems, the GENie group, Billing, and Validations all pulled together to make things happen on time.

Microsoft Goes OnLine

The system went live in June, with Microsoft announcing "a comprehensive electronic technical service to help users accomplish their programming tasks faster and with more expertise." Called Microsoft® OnLine, the two-way electronic support service offers a complete package of technical support and service solutions. Users can send questions or requests for service directly to Microsoft engineers, take part in discussions, and access a special Microsoft data base that contains answers to previously solved problems. Another feature of Microsoft OnLine is a library of software files that can be downloaded for the customer's use.

"We feel that this is an excellent way to provide an enhanced level of support for our customers," says Joachim Kempin, Microsoft's vice president of OEM Sales and Product Support Services Group. "For developers who are working with today's more complicated, feature-rich





products, Microsoft OnLine provides a more complete solution to help them get more out of their software products."

Because Microsoft OnLine gives customers access to vital information and the ability to question Microsoft engineers electronically, it facilitates the problem solving process for developers using Microsoft products. "We believe that Microsoft OnLine will allow our customers to be more productive because we provide the answers to their technical problems, thereby freeing them to complete their development projects in a more timely manner," says Kempin. "Electronic communication with our customers enables us to address their support needs in the most efficient and responsive manner possible."

Taking The System Worldwide

As Microsoft OnLine is going into production in the U.S., groundwork is being laid for worldwide implementation. Microsoft has the same support needs in over 30 countries worldwide, with a user base nearly equal to that in the U.S. In early July, Tim Lee and Colin Bonn flew to London to meet with our SDC managers as well as Microsoft Tech Managers from seven countries: U.K., Canada, France, Germany, Sweden, Italy, and Spain. Bringing OnLine to users worldwide is complicated because of different languages, different currencies, regulatory issues, local billing issues, and more.

Each Microsoft subsidiary runs its own business autonomously. Each has products that may not be identical to U.S. products. Some have

Opposite page, Tim Lee (at top), in his office in Bellevue, conducts business in the conventional manner. In contrast his Microsoft colleagues, Chris Mayhall (left) and Jeff Whittlatch, carry on business in the more relaxed style that is the norm at Microsoft.

Above, the casual way of doing business at Microsoft took some getting used to by the GE team.



Taking a break from business, Rick Farmer and Tim Lee exchange stories. Tim, who took up golf just a year ago, shot a hole in one while playing golf with another client, Paccar.

localized screens, some products are two versions behind the U.S., and some products may be unique to a single country. To support this type of market, we must separately address global product support issues and local product support issues. The current plan is to begin worldwide deployment of OnLine by the fourth quarter of 1988.

GENie To Serve Consumers

Users of Microsoft retail products will have access to technical service

and information programs on GENie. Through GENie, users will be able to take part in special user forums and find answers to their technical questions in the Microsoft KnowledgeBase. As GENie subscribers, they also will have access to the full range of GENie products and information services.

"We are committed to providing the highest quality product support for our customers, and we have chosen the GENie service because it offers the best and most cost-effective

information service available for users of Microsoft retail products," says Kempin.

To motivate users to begin using the new service, GE Information Services has waived the GENie sign-up fee for the first six months for Microsoft users.

Building A Solid Business Partnership

As a leader in the software development field, Microsoft has determined that OS/2 will be the technology platform for their future products. At the same time, Microsoft management recognizes that they must offer superior software support to maintain their competitive edge. This led to Microsoft and GE Information Services forming a partnership to develop an OS/2 based support system as a follow-up to Microsoft OnLine.

"It is a perfect business relationship," says Katie Vogelheim, Western Area Manager. "Microsoft brings a tremendous amount of software development expertise and they recognize the importance of our communications expertise. Together we can produce a premier application based on an exciting new technology."

Currently, the Microsoft/GE team has produced a functional design specification, targeted for release in the third quarter of 1989.

"Our business relationship with Microsoft is a true success story at all levels," says Katie Vogelheim. "The technical teams continue to develop new and innovative ideas and senior management recognizes the importance of maintaining close communications. The system has been operational only one month and the international division is already clamoring to get access. We're looking forward to a successful working relationship with Microsoft for many years to come."

Campaign '88

Generating Excellence— And Friendly Rivalry Along The Way

The U.S. sales force is at it again. To keep up the momentum built in the first half of the year and to ensure a strong finish in 1988, they've launched "Campaign '88, GEnerating Excellence." Playing on the 1988 U.S. presidential campaign, Campaign '88 gives sales and SDC people opportunities to earn votes (points) for excelling in sales related efforts.

"We're a competitive bunch," says John Sidgmore. "You have to be to be successful in our business. We work hard all year round. A little reward and recognition helps keep momentum high as we head into the second half of the year."

The formula for earning points is fairly complicated—and for good reason. Since both sales and SDC people are eligible, the campaign has to provide a way to earn votes for a variety of contributions to the business—identifying prospects, qualifying prospects, developing proposals, closing contracts, selling value, building pipelines. While votes are earned and accumulated individually, cumulative votes roll up to regions and areas.

The campaign runs from June 1 through October 31. Each month, individual winners will be announced in such categories as



Alan Harper, who moved from the wilds of Rockville to the wetlands of Seattle, declares that he's ready to "Catch the Big Ones" in the Northwest Region.

Most Combined Sales Votes, Best Individual Win, Most Improved Pipeline, Most Technical Votes. The region with the most combined sales votes per sales person and the area with the most sales votes and the most technical votes will also be winners. At the campaign's end, votes earned during the campaign will be tallied and the big winners will be announced. There will be winners in the categories mentioned above as well as Best Region Manager, Best Technical Manager, Best Area SDC Manager, and Best Area Manager.

Friendly Rivalry Motivates Sales

Campaign kickoffs were held in the various regions and areas in June. In the West, friendly regional rivalry peaked at a campaign rally complete with platforms, slogans—even campaign songs.

Quentin Gallivan's Los Angeles Region adopted the slogan of the L.A. Lakers, "WE BE L.A." "L.A. is a city of champions, as evidenced by the recent NBA finals," says Quentin. "We're going to utilize the same pride and determination to win Campaign '88. Our plan is to fast break like the Lakers, then put our competition away with the lethal Stealth technology of our local aerospace industry."

D.J. Crane's Mountain Region, rallying behind the slogan "Life's A Mountain Not A Beach," are equally confident. "We have the best perspective on the whole nation being as high up as we are," D.J. explains. "The Democrats chose Denver to work out their campaign platform," he adds. "They know Denver's the place to get things done."

In Northern California where the slogan is "Just Say Yes in '88," the spirit of the Old West is still alive. "The same enterprising determination that brought entrepreneurs to the Golden Gate over a hundred years ago and to the Silicon Valley

in the past decades is alive and thriving in the Northern California Region today," says David Page. "We're "Just Saying Yes" to stronger industry focus, increased sales calls, and more client proposals. This activity will take us to the top in Campaign '88."

"Catch The Big Ones" is the slogan in the Great Northwest. With the Microsoft contract as a start, they aim to catch more great prizes. "The Northwest team has the talent and drive to make it happen," says Tim Lee. "Now all we need is wall space for hanging the trophies as reminders of the great Campaign '88."

East Is Coming Out Fighting

In the East, home of Mike Tyson, the undisputed Heavyweight Champion of the World, Ron Banaszek reports that his stable of talented fighters are well conditioned, well trained, and are prepared to utilize various strategies to emerge victorious.

In the New York Financial arena, Super Heavyweight Champ, Pat "Bonecrusher" Bergamasco, who relies more on strength than foot-speed and agility, has promised to come on strong very early in the fight and secure victory with a first round knockout of all contenders.

Bill "The Slasher" Stack, now sporting the Light Heavyweight Championship Belt, has his New Jersey squad doing two hours of road work per day in preparation for going the distance and emerging victorious.

"Ironman" Izy Franco, the undisputed Middleweight Champion who has been known to use every trick in the book has taught his New York Commercial fighters the fine art of head-butting and hitting below-the-belt in an attempt to secure an early TKO.

In Southern New England, "Vicious" Al Vanek, the thinking man's fighter, has taught his Southern New England Lightweight Champions to rely on finesse and

cunning to win by unanimous decision after 15 rounds.

And in Boston, "Gentleman Jim" O'Sullivan and his crew of Bantam-weight Champions are being trained under the watchful eye of Boston Technical Manager Bob "No Pain—No Gain" Sedgwick. Bob has the Boston team on a very strict high-carbohydrate diet and exercise program in preparation for a typical long, bloody Boston brawl.

South Has Campaign Fever

In Atlanta, home of the Southern Region and host to the Democratic National Convention, Lin Register's team launched Campaign '88 by rafting the Chattahoochee River. Lin's team is confident the campaign will not find them down the river without a paddle.

In Miami, the South Atlantic Region, better known as Miami GEIS, set sail for Campaign '88 on a cruise to the Bahamas. Decked out in their Campaign regalia, (visors and shirts by Calvin McDowell), Jim Porath's team was frequently mistaken for vacationing campaign workers. Miami, site of several political conventions, knows how to run winning campaigns.

Finally, the Mid-Atlantic Region took Campaign '88 off the ground with hot air balloon rides. Befitting the region that serves our nation's capital, Robert Creasy's team has made the best campaign promises.

"We're the smallest area," says George Alber. "We're the most agile and we communicate best. Team effort will pay off in the South."

Slow Starter Vows To Win The Day

Defending his Central Area, which in June received the Pink Flamingo for poorest showing in the campaign, Jim Connors says, "MacArthur said, 'I shall return.' Yogi Berra said, 'It ain't over til it's over.' Lee Iacocca said, 'Do your best. What else is there?' The Central area will be number one



when the campaign is completed and the final votes are counted. Cream always comes to the top."

Watch Out For Telco

The National Communications Area team, always tough to beat, is keeping its strategy under wraps. "Wait 'till the numbers are out," says Haskell Mayo.

And The Winners Are...

Results are in for the first month of the campaign push and it looks like a tight race. Anthony Williams, Western Region, won for Most Combined Sales. Steve Canale, GE Accounts, was on top with the Best Win. Tom Butler, Federal, won for Pipeline Improvement. Paul Williams, GE Accounts, earned Most Technical Votes. And the big winner for month one of Campaign '88—Best Region, San Francisco.



Opposite page, David Page (top) rallies his team to "Just say Yes" in '88. Tim Lee displays the tools he'll use to persuade his Seattle clients to sign contracts.

This page (clockwise from top), Dennis Steffe and Travis Good practice a cold calling strategy used in Los Angeles. DJ Crane demonstrates the new network offering they plan to market to the cable companies in Denver. Hud "WC Fields" Hudleston announces the Mountain States campaign platform.



Stamping Out GEISCO

We're leaving no stone unturned
to get the message out

Rocks are starting to fly in Rockville and throughout the U.S. as a "Memory Improvement Device" campaign gets underway. The campaign is a creative effort by Press Relations, Rockville, to eliminate the use of the acronym GEISCO when referring to our company. Culprits lurk within the news media, industry consultants, vendors, clients—even employees.

The idea is to throw a rock—they look real but are made of harmless foam—at any offending party.

"People love the rocks," says Steve Haracznak, manager, Press Relations. "It's a fun way to get across a serious message. Company identification is important not only with the press but with all our publics. The company has changed and the company name symbolizes that change."

What's In A Name?

In 1965, when the business was formed, it was an organizational department within the General Electric Company and remained so until January 1979. At that time General Electric and Honeywell, Inc. formed a new joint venture corporation, General Electric Information Services Company, commonly known as GEISCO.

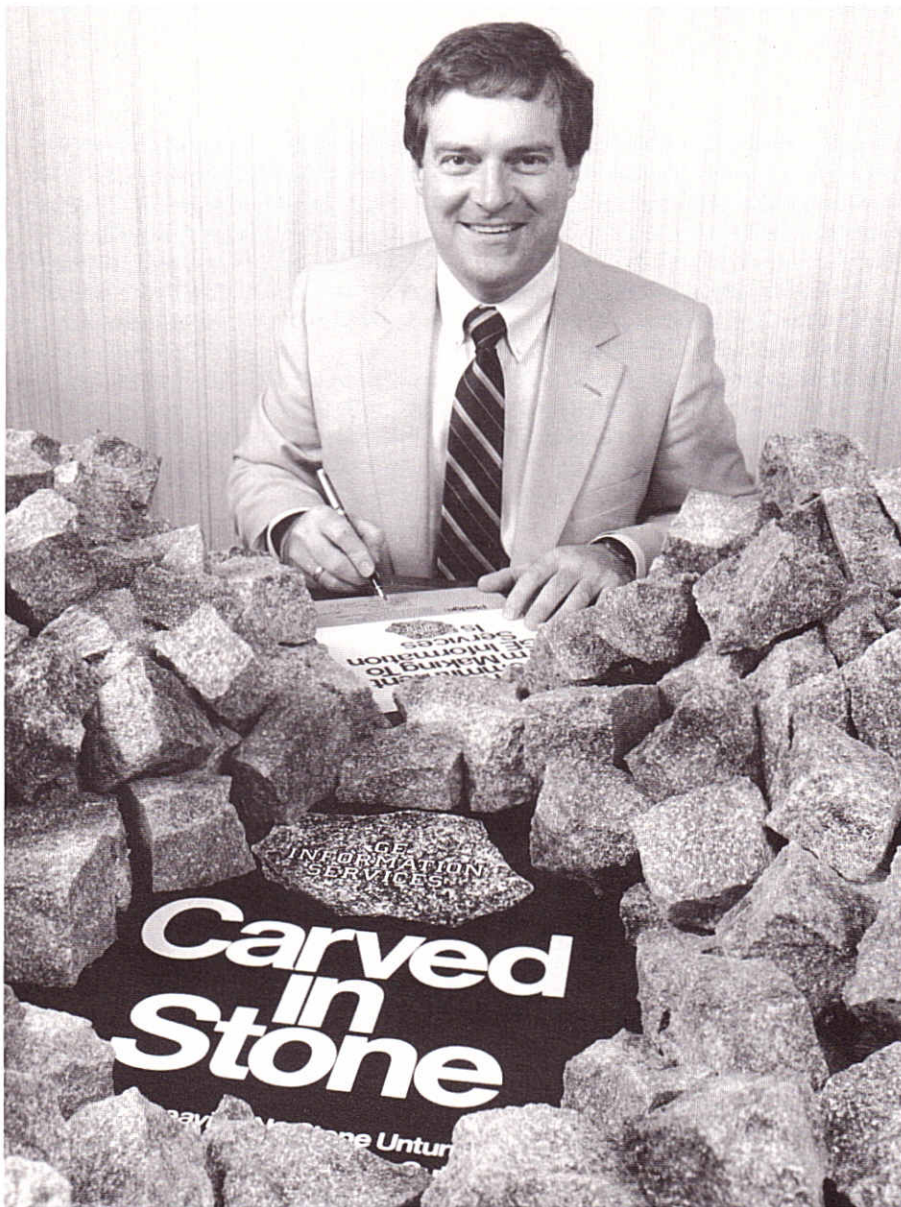
Three years later, GE bought out Honeywell's stock, and for the next two years the company was known as GE Information Services Company, or more popularly still GEISCO. The company conducted business as a wholly owned subsidiary of General Electric Company.

On January 1, 1984, GE Information Services Company became once again an internal component of GE—not a separate corporate entity—and has remained so ever since. The legal name of the component was—and is—GE Information Services, so the acronym GEISCO no longer applies.

While efforts have been made since 1984 to reeducate the public to the new status of the business as a component of GE, ingrained habits are hard to break and acronyms appeal especially to media people with limited space to tell their stories.

Another driver of the "Memory Improvement Device" campaign was the corporate identity program, which includes redesign of the corporate logo and the use of GE—not General Electric Company—to identify components of the company. Like GE Appliances, GE Aircraft Engines, and GE Plastics, our component should be identified as GE Information Services.

Additionally, since the old GEISCO acronym is closely identi-



Tony Craig is the first to sign the pledge not to say GEISCO and to throw a soft rock at anyone who does. Tony has a large supply of soft rocks to carry out his pledge.

fied with our old timesharing business focus, its continued use blurs the new direction of the business—a component of GE providing Information Services to a worldwide customer base.

Impressing The Press

The first phase of the “Memory Improvement Device” campaign was directed toward the news media, the most frequent—and visible—

offender. Because media people are deluged with mail, Press Relations wanted to come up with an approach that would capture their attention. The soft rock—found in a local toy store—was the solution.

In June, soft rocks were pressed inside brochures and mailed to 700 members of the trade and business press and industry consultants throughout the U.S. The message read: “Please throw at anyone still

using GEISCO. We’re leaving no stone unturned to make sure you call us GE Information Services.”

The gimmick worked. Press Relations has received letters from members of the press promising to erase GEISCO from their vocabularies and call us by our proper name. Some have asked for additional soft rocks.

In late June a follow-up piece was sent to the same audience reinforcing the message.

Bringing The Message Home

Employees are the next target for the “Memory Improvement Device” campaign. If employees continue to refer to the company as GEISCO in talking with our clients, vendors, and even among ourselves, the old name will continue to be used and our position as a worldwide provider of information services may be obscured.

Employees are asked to make a rock solid commitment “To leave no stone unturned in getting the message out that we are GE Information Services—not GEISCO.” Anyone in the U.S. who signs the Pledge Card found inside the back cover of this issue of SPECTRUM and mails it to Press Relations in the Maryland Center (MC07E) will receive a soft rock by return mail. The idea is to keep the rock on your desk as a reminder not to say GEISCO and to have it handy to throw at anybody who does.

While the campaign is directed at U.S. based press and U.S. employees, it can be readily replicated anywhere in the company where a similar corporate identity problem exists. The Press Relations office in Rockville is ready to work with anyone in the company who wants to implement the program locally.

“We’re having a lot of fun with this campaign,” says Steve Haraczak, “and we’re seeing positive results. If everyone gets into the spirit of the campaign, I think we can get the message out.”

GOODNEWS

Postal Union

Postal Union (PU) is an organization among the postal authorities worldwide, with some 126 member countries. As an answer to express services like DHL, FedEx, etc., PU has developed a competitive service called EMS. In direct competition with other express service companies, EMS is gaining market due to good service and pricing advantages. In order to improve the service, the PU has decided to implement a Tracing and Tracking system. When fully implemented, the T&T system will include some 11 messages reporting the status of a parcel from pick-up to final delivery. The international EDIFACT standard will be employed for the messages.

The Swedish Postal Authorities was appointed within a working group of the PU to evaluate alternatives for the network service. GE Information Services Sweden initiated the sales process in the second part of 1986 in competition with IBM.

In May of this year the Postal Union selected GE Information Services' EDI*EXPRESS™ as carrier of these messages. Selection was based on pricing and service.

All in all the PU is expecting 100 countries to participate in the T&T system. Many of the smaller user countries will access EDI*EXPRESS via telex, but all larger users will have their own local systems running on mainframes, minis, or PCs.

The pilot was up and running in Sweden and the Netherlands in early July, with France to come on within the next several weeks.

In connection with the project, GE Information Services is also producing a sales and information document to be sent out to all the countries. The idea of the document is to speed up the implementation phase. It will sell the idea to the Postal Authorities as well as giving technical information to the member countries. (The document is sponsored by the Swedish Postal Authorities.)

At present GE Information Services people in some 20 countries are involved in the project, having made contact with their local Postal Authorities.

The sales team in Sweden consists of Stefan Forsberg, sales manager; Marie Ahlgren, SDC; and Rolf Hallencreutz, senior sales consultant. Since the Postal Union Working Group is chaired from the U.K., INS and Lance Spencer, sales manager, International Trade, are involved in the global sale of this large project.

Rolf Hallencreutz, Sweden

Ferrostaal

The Federal Republic of Germany has a long tradition in the iron and steel industry. Ruhr, the center of this tradition, has been the headquarters of Ferrostaal for more than 50 years. Ferrostaal is a subsidiary of the MAN AG in Munich, a large German company whose capital stock is invested over a widely diversified spectrum.

The MAN Group is one of the largest engineering companies in Europe, with annual sales of about \$8 billion. Ferrostaal's own statistics make interesting reading too. One of the leading enterprises acting in the international plant construction business, it has annual sales of \$2.8 billion.

The national and international trading experience that Ferrostaal has gained since 1919 is the sound basis of the company's present exporting activities. Today, Ferrostaal exports finished and semi-finished steel products, plants, machinery, ships, and other transport equipment. The company is also engaged in far reaching activities geared to planning, supplying, erecting, and financing turnkey industrial installation. In Ferrostaal you have one partner for all your requirements.

Ferrostaal is held in high regard as a general contractor, and can work single-handedly or in consortia at both national and international levels. Clients throughout the world have for many years acknowledged and wel-

comed the expertise and experience offered by Ferrostaal specialists.

Ferrostaal's headquarters, especially the top sales manager for the Steel Trading business, looked for a better way of communication between the traders worldwide and its headquarters. Its goals were to speed up the internal coordination flow to respond to clients' demands to tender, to give faster response to client's requests, and to be better positioned against the competitors.

In the GE solution, every dealer will get a PC with a PC Mailbox front-end. All dealers will be connected through the GE worldwide network with each other as well as with headquarters. That means that everyone is able to pass information, occasionally without new data entry and with comments to the right person in the organization.

In the first phase, the dealers in the U.S. and headquarters in Essen will be connected. In the near future all dealers and plants worldwide will be integrated.

GE Information Services won the contract in competition with GTE, Telenet, and GEONET, a national competitor who is growing very fast. We won the business because of our worldwide organization, our experience in international applications, our ability to quickly connect affiliates worldwide, and our worldwide support.

Key people in winning this contract were the Cologne team of Thomas Baehr, sales representative; Karl-Heinz Weber, sales support manager; Wolfhard Kleinemeyer, SDC manager; and Bernd Werres, district manager.

Bernd Werres and Thomas Baehr, Germany

BNP

BNP is the first French bank and our most important customer in France. A contract signed in June is a second part of an existing application on international trade. This application is mainly a data base that contains several kinds of information.

The first step, signed two years ago,

was designed for big companies. From more than 100 countries, users can find in the data base details on the political situation, economic environment, national production, global financial situation, and generalities (currency, parity with French franc and U.S. dollar, population, etc.).

The second part is an additional module that contains more practical information to address the small and medium firms dealing with foreign countries. In this module users can find advice on markets (users can list all the countries of interest by production, new businesses, international tender offers); regulation (money exchange, import, fiscal matters, particular rules);

payment (general agreements, international guaranties, loans, delays); practical advice (international fairs, addresses of BNP branches and official organizations); and BNP remarks.

In conjunction with this service, we developed a special mailbox to link customers and the BNP people (only available one way: client to BNP service concerned).

The global service is available on TTY, HSS, and VIDEOTEXT mode. Information producers are World Bank, FMI, OCDE, UNO, and BNP specialists and analysts all over the world.

GE Information Services developed two local workstations for the two BNP services in charge of data production

and client management: the Countries Risks Service and the International Trade Department. Each of them produces respectively information on part one and part two of the application. Customers can interrogate both data bases. Key people for this application were Jerome Bugnot, project leader, who has created a very confident situation with BNP; Daniele Laudereau-Girard, sales representative, Banking and Financial Services, who supports BNP; and Stephane Beriot and Christine Stork, technical developers of the application.

Daniele Laudereau-Girard, France

FASTFAX

Q My client needs FTU documentation. Is there any online?

*Ann Shack
Arlington, VA*

A The only FTU documentation currently available is via OLOS, number 1375.25A. This user's guide discusses FTU version 2.0, costs \$8.50, and is dated August 1985. For a current version of the software, list the triple star file named PCSOFT*** for directions on how to download FTU.

Q Do we maintain a current listing of all of the countries where local access can be used for QUIK-COMM?

*Yew-Meng
Kuala Lumpur, Malaysia*

A We do, in a QK11 file named WORLDTPS (also available in REFBOOK). This file is for internal use and should be referenced for international connectivity for our applications.

The file charts connectivity of QUIK-COMM, Telex, BusinessTalk, and EDI internationally and contains countries supported by distributors, affiliates, and Global Support Services. Also included: country zones, cost centers, and GSS location numbers. This source of information can be extremely valuable to sales offices when discussing international sales opportunities.

Q What kind of information do our clients have regarding the QUIK-COMM Telex activity in their catalog?

*GH Choi
Seoul, Korea*

A I have placed in InfoTalk an output file from a QUIK-COMM MEU (Month-End-Usage) report. You can access: Employee Information/Fast*Fax/QUIK-COMM MEU report.

In addition, the client can request the Telex Detail Report, which contains the QUIK-COMM address, date, TRT#, time, destination, terminal id, minutes, rate, tax, and cost.

Q I have a copy of the Employee Product Purchase discounts, dated September 1987, but it does not have the model number that I am interested in buying. How can I find out if there is a discount?

*Rich Okrasinski
New York, NY*

A The list you refer to has all of the models available for discounts up to the September date. If you are purchasing a new model, you will need to call the Financial Services Operation Payroll in Schenectady, NY (Dial Comm 8*235-7540).

Q Who is the import manager for Egypt?

*Gregg Butler
Fairfield, CT*

A The import manager is Samer Kakim. (QUIK-COMM address: NILENET or telephone number 011 20 735 415).

Our Egyptian distributor, NileNet International (NNI), has been providing high quality facilities management and network support for GE Information Services at the Cairo Service Center since 1984. The company became a distributor of GE effective June 1, 1988.

The managing director is a former GE employee, Ahmad Habibi. (QUIK-COMM address: AHMAD). Ahmad established the requisite organization to address the needs of Egyptian and import clients, including a Client Services Organization, headed by Mrs. Mona El-Menyawi (QUIK-COMM address: NILE).

For further information on NNI access REFBOOK or list QK11 filename EGY.DCR or access InfoTalk. The path to that information is Employee Information/Fast*Fax/Nile-Net International in Egypt.

Q I am trying to find international ABU prices. Is there a file that would contain that information?

Nancy Ponzetti
San Francisco, CA

A You can access that information via REFBOOK or in a QK11 file named ABUPRICE.

You can access information like this on boiler plates via InfoTalk or list the DY28 file named INDEX* for on-line filenames: The INDEX* file tracks on-line files and is a valuable source of information maintained by Doug Calhoun in Los Angeles.

Q A client of mine is looking for an agent for a GE component concerning Binding Devices. Who can I refer this client to within GE?

Hans-Erik Hansen
Oslo, Norway

A GE Business Information Center (QUIK-COMM address: GEBIC, telephone (518) 438-6500) can direct your client to the proper component and even provide a contact name.

Q The telephone number on the Dental Assistance Plan Claim Form (1-800-243-5771) has been disconnected. Do you have the new telephone number?

Don Verplank
Rochester, NY

A Yes, that number is now 1-800-234-4343.

Q I have a client who would be perfect for the GE Calendar. How can I go about having them included?

Craig Yamamoto
San Francisco, CA

A You need to contact Steve Haraczak (QUIK-COMM address: STEVEPR or Dial Comm 8*273-4494). At the time of Craig's call most of the places on the 1989 calendar were already taken, and so there is a strong likelihood that this client will not be in the 1989 calendar. Even after submission, there is strong competition for placement in the calendar.

Fast*Fax Tips & Notes

There have been several inquiries concerning HSS and IBM System 36s. For more information you can list two QK11 files. HSSFATAL has fatal error numbers for HSS when detected in transmission with the network. SYS36* contains information on the JCL required for the IBM System 36.

Al Parker retired in May; the new contracts person for the moment is Diane Ostrow. In a recent conversation she mentioned that the Fast*Fax column in the May-June 1988 issue of Spectrum contained an OLOS number for DSXMIT that is no longer applicable. OLOS number 3910.51 is no longer required; OLOS numbers 3910.50 and 800.55 are still required for DSXMIT requests.

A special thanks to all the people who responded to my QUIK-COMM message concerning cost centers. The 60 responses received by Fast*Fax were very encouraging. Note that the revenue cost center QUIK-COMM addresses should be fully up to date. Remember that the naming convention of those cost center QUIK-COMM addresses is CCxxx, where the xxx is the cost center.

Fast*Fax will be taking a poll of sales and marketing employees, distributors, and affiliates in August to document all of the databases available on our service. Currently Fast*Fax maintains an InfoTalk bulletin board that documents all of the known databases we offer. When you receive the poll, please take time to respond. It will make selling our services easier for you. Thanks!

MLG

NEW & REVISED DOCUMENTATION

The following documents were published between April and July. This list is accurate as of the end of July. Copies of these publications can be secured using the On-Line Ordering System (OLOS).

Here's the listing:

Pub No.	Rev Let.	Publication Title	New/Rev.	Data Pub'd	Pub No.	Rev Let.	Publication Title	New/Rev.	Data Pub'd
310.05	-	Trading Up, Volume 2, Number 2, June 1988	New	6/88	3410.110	A	QUIK-COMM System Service Telex Access U.S. Price Schedule—Effective July 1	Rev	8823
800.08	G	Teleprocessing Services Agreement	Rev	8823	-2				
800.53-1	A	GLOBAL SUPPORT SERVICES: Schedule A to Enhanced Client Support Services Supplement	Rev	8819	3410.120	A	QUIK-COMM Connector Licensed Package Supplement to Software License Agreement	Rev	8819
900.93	-	Success Story #20, 3M-3MNET EMS	New	8817	3501.33	B	MARK III Fundamentals	Rev	4/88
900.94	-	Success Story #21—\$0 to \$100K ... In One Day: Transtema	New	8829	3501.45	B	GE Applications Integration Management Sales Information Summary	Rev	8821
901.02	-	Client Reference: Boise Cascade	New	8816	3918.08	B	MARK*NET Service 3270 BSC User's Guide	Rev	8827
901.03	-	Client Reference: PUBNET	New	8822	3918.09	M	MARK*NET Service Access Directory July-October, 1988	Rev	8826
902.55	-	The Journal of Commerce, Friday, May 27, 1988 Reprint: NY-NJ Port Agency Bets on ACES To Facilitate Handling of Cargo	New	6/88	3918.20	A	MARK*NET Service Software License Agreement for SIMWARE	Rev	8824
902.56	-	The Journal of Commerce, Tuesday, May 31, 1988 Reprint: GEIS Touts New System on Container Logistics	New	6/88	3918.36	A	MARK*NET Service 2780/3780 BSC User's Guide	Rev	8825
902.57	-	The Journal of Commerce, Tuesday, May 31, 1988 Reprint: Disaster Plan Restored Fire-Damaged Phones in Less Than a Day	New	6/88	3918.50	-	MARK*NET Service Price Schedule Supplement Effective July 1	New	8823
904.03	-	A.L. Craig Speech Reprint: The Global Marketplace: Experiences in Building An International Applications and Services Network	New	6/88	4001.25		Project Management Concepts and Principles Student Workbook	New	7/87
910.51	-	Connectivity Catalog	New	7/88	5070.44	A	EDI*EXPRESS System EDI*T System Software License Agreement	Rev	8816
1010.14	-	TIS: Apple MacIntosh Guidelines	New	4/88	5070.74-1	-	The EDI*EXPRESS System: User Manual Change Pages	New	4/88
1401.01	K	International Access Directory July-September, 1988	Rev	8826	5070.75-1	-	The EDI*EXPRESS System: High-Speed Service User Manual Change Pages	New	4/88
2051.86	-	MARK 3000 Session Manager Product Profile	New	8813	5070.76-1	-	The EDI*EXPRESS System: Low-Speed Service User Manual Change Pages	New	4/88
2055.23	-	CBT: DL/1 Basic Programming Course II Student Materials	New	4/88	5070.81-2	-	The EDI*Update, June 1988 Volume 1, No. 2	New	8826
2055.24	-	CBT: DL/1 Advanced Programming Course II Student Materials	New	4/88	5070.82-1	-	EDI*PC Version 5.0 User's Guide	New	8830
2055.71	-	CBT: Managing Projects with AS (ASPROJ) Student Workbook	New	6/88	5070.82-2	-	EDI*PC Version 5.0 Installation Guide	New	8830
2055.72	-	CBT: Using AS for Inquiry and Reporting Student Workbook	New	7/88	5070.82-3	-	EDI*PC Document Processor Keyboard Template	New	8830
2060.21	-	CBT: Using TSD Effectively II Student Materials	New	4/88	5073.00		The EDI*CENTRAL System Product Profile	New	8825
2100.34	-	CBT: Structured ANS COBOL—Drill & Practice	New	6/88	5073.01		The EDI*CENTRAL System: System Description	New	8822
2250.12	-	CBT: PL/1 Programming Student Materials	New	4/88	5073.02		The EDI*CENTRAL User's Guide	New	6/88
2900.53	-	CBT: VSAM and Access Method Service for Programmers Student Materials	New	4/88	5073.06	-	EDI*CENTRAL System Software License Agreement	New	8823
3107.05	-	Application Storage Manager Reference Manual	New	5/88	5073.07		EDI*EXPRESS System Translator Interface and Print Program License Agreement	New	8828
3410.72	-	April 1988 Change Pages to OCO User's Guide	New	4/88	5073.08	-	Supplement to U.S. EDI Products and Services Price Schedule	New	8828
3410.73	-	April 1988 Change Pages to OCO Admin Guide	New	4/88	5612.35	-	139-2XX-KE SQL Advanced Functions Workbook	New	6/88

INDUSTRY BRIEFS

Covia and Microsoft, two major innovators in computer technology with a history of successful teamwork, have reached a value-added reseller agreement for Microsoft Windows and applications software. Covia will sell and offer service to Microsoft products as an integrated part of its proprietary Focalpoint software, expanding the range of individual workstation functions. Focalpoint is a leading-edge software system platform that integrates point-of-sale and transaction services and features Microsoft Windows.

Japan will reportedly back a telecommunications data network in the Asia Pacific region to help expand trade and ease capital transactions. The system will give countries in the region quick access to information on economic and financial developments in other regional markets. Japan's Posts and Telecommunications Ministry plans to begin drafting a blueprint in April 1989 and hopes to bring the network into operation within two years of that date.

CITICORP INFORMATION SERVICES have begun marketing their International Wholesaling Banking System (COSMOS). Features of the core system include security, central liability, MIS and Information retrieval, file maintenance, E-Mail, data entry, and end of cycle processing. Each wholesale Banking application can be added to the core system according to purchaser's requirements. These applications include a full set of Corporate Cash Management Products including payments initiation, letter of credit requests, balance reporting, and treasury management.

Knight-Ridder Inc. said it agreed to purchase Lockheed Corp.'s Dialog Information Services Inc. unit for \$353 million. The move greatly enhances Knight-Ridder's presence in the booming electronic information retrieval business. Dialog is one of the

IBM Eyes EDI in Europe

IBM is developing new products and marketing strategies aimed at dominating the fast-growing European market for value-added network (VAN) services, particularly networks for electronic data interchange. According to market research firm Input in London, the European VAN market was worth \$358 million last year and is projected to grow to \$2 billion by 1992. EDI accounted for \$20 million of that market in 1987 and will account for \$250 million by 1992.

As part of its VAN strategy, IBM has forged a series of joint ventures to create new network services across Europe. In Denmark, the company has teamed up with the telephone company KTAS. In Italy, the tie-up is with automaker Fiat, while in France contracts have been inked with Paribas, Credit Agricole, and Sema-Metra. Bell Atlantic, Siemens of West Germany, and Ericsson of Sweden are also working with IBM to develop improved network equipment.

The prospect of a single European market by 1992 and the already increasing dependence of European companies on network services for their intra-company and intercountry links has drawn IBM into that market. If successful in Europe, the company plans to adopt the strategies worldwide.

largest providers of computer data bases in the world, with access to over 320 data bases on topics ranging from business to the humanities. It has more than 91,000 subscribers in 86 countries.

Knight-Ridder said the acquisition will double the size of its business information services division, which includes operations such as Vu-Text, a data base that offers files from Knight-Ridder's 30 daily newspapers and several other sources.

A 400 million pound project to upgrade the international electronic links between the world's banks has been hit by further delays. Upgrade of the Swift (Society for Worldwide Interbank Financial Transactions) network which connects 2,500 banks in 46 countries is already two years behind schedule. Users had expected to move onto the new system at the beginning of 1989, but the board of Swift confirmed that internal project delays make this target impossible. No alternative date has yet been made, but a review will take place in September.

Network Information Services, owned 25 percent by McDonnell-Douglas Corp and 30 percent by Marubeni Corp, trebled its paid-up capital to \$19.6 million on May 30 to enable it to expand its international and Japanese domestic value-added network services to Europe and the U.S. The number of its users increased to 100 countries by February this year and again to 200 users in June. As part of its expansion, Network Services International will lease two more 14.4 Kbps lines from Kokusai Denshin Denwa, which it plans to use for international value-added networking and remote computing services.

Consultancy and accountancy firm Arthur Andersen is moving into value-added networks (VANS) after winning its first major facilities management contract. The 20 million pound, five-year contract from the DRG stationery, packaging, and office supplies group gives Arthur Andersen a big IBM mainframe centre in Bristol and a network linking 30 DRG sites.

A majority of EC Governments, led by France, recently blocked a key element of the European Commission's plans to liberalize telecommunications. They persuaded their Community partners to sign a resolution that the exclusive rights accorded to national postal and telecommunications administrations should be kept for "a limited number of basic services." That includes the public telephone networks at the heart of Europe and is a serious blow for the Brussels executives' campaign to get member states to agree to the full liberalization of the sector by 1992, as

laid out in the Commission's green paper on telecommunications published last year. It is also a blow to the U.K., the Netherlands, and Denmark, who are committed to full deregulation.

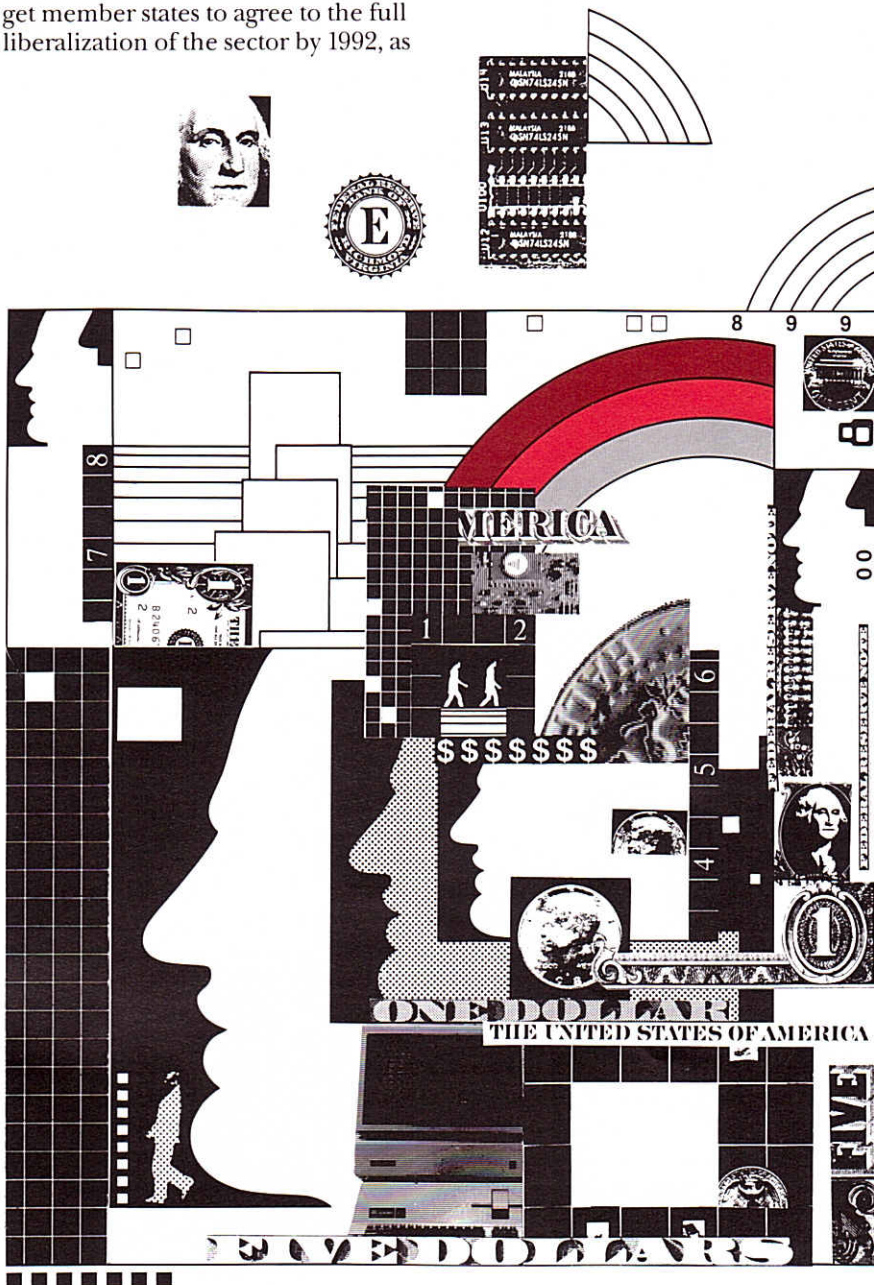
EDI is showing signs of full-scale diffusion in Japan by going beyond the barriers of company affiliations and industry. EDI is about to become a

precondition for transactions between companies in the West, and discussion for international standardization is underway at ISO (International Standardization Organization). There is no doubt that needs of Japanese companies will rapidly increase in the future as they are compelled to internationalize.

United Telecommunications Inc. and GTE Corp. have negotiated a transaction that would enable United Telecom to purchase a controlling interest in US Sprint Communications Company, a long-distance telephone and data communications partnership owned equally by the two companies since July 1, 1986. Under terms of the proposed transaction, United Telecom initially would purchase from GTE an additional 30.1 percent of US Sprint.

Siemens has announced its entry into the Value Added Network Service market on a global base through a new company called VASCOM. Paid-up capital is about \$10 million. Technical base for the company products will be Siemens' own internal network infrastructure available in 40 countries with more than 400 access points. Their objective: to compare and compete directly with IBM, GE Information Services, and EDS, whom they regard as the major players in this rapidly growing market.

Video banking customers of Bank of America now can gateway into the EasyLink network of Western Union Telegraph Co., accessing an array of message and videotex services offered by that telecommunications company itself and by other providers. The gateway, by which users of one videotex system are handed off to another without a separate connection, went into effect in early July. All Homebanking and Business Connection customers have been issued EasyLink addresses.



MILESTONES

Congratulations to the following GE Information Services employees who celebrated service anniversaries in May, June and July, 1988.

YEARS

35

Robert A. Niemann
Rockville, MD

Alice J. Roberts
Rockville, MD

Derek Snell
London, England

Samuel E. Wenck, Jr.
Rockville, MD

YEARS

30

John H. Meyer
Rockville, MD

James E. Palmer
Rockville, MD

YEARS

15

Steven A. Bain
Atlanta, GA

Earl E. Bryan
Brook Park, OH

YEARS

25

Melvyn L. Fodor
Brook Park, OH

Robert B. Haderl
Dallas, TX

Richard A. Fazzone
Rockville, MD

Daniel L. Fritz
Rockville, MD

Marsha M. Jacobs
San Francisco, CA

Hans Peter Helling
Huerth/Cologne,
Germany

YEARS

20

Rajinder (Raj)
Chopra
Rockville, MD

Robert Dowd
Sydney, Australia

Richard Dreitlein
Teaneck, NJ

Svante Hartzel
Stockholm, Sweden

Neil Hermansdorfer
Rockville, MD

A. Krol
Amsterdam,
The Netherlands

Arthur P. Lee
Morristown, NJ

Bill Marcy
Rockville, MD

Albert Marouani
Montrouge, France

Deborah S. Miller
Rockville, MD

David A. Shepherd
Rockville, MD

Charles H. Stevens
Rockville, MD

Michael W. Yourtee
Rockville, MD

YEARS

10

Michael J. Beasley
New York, NY

Wally Burgess
London, England

Daniel Castrigano
Brook Park, OH

Linda M. Day
Rockville, MD

Rebecca L. Dytman
Rockville, MD

Jon S. Frey
Rockville, MD

Armando Garcia
New York, NY

Pierluigi Giani
Milan, Italy

Pat Gwinn
Rockville, MD

Graeme Hall
London, England

Theresa Jackson
Rockville, MD

Dennis E. Jones
Rockville, MD

Alan Lee
London, England

Judy C. Ludington
Rockville, MD

Gabriella Manocchio
Naples, Italy

Loretta S. Massie
Atlanta, GA

Maureen E. Murphy
Brook Park, OH

Diane M. Ostrow
Rockville, MD

Emilio Pellizzari
Milan, Italy

Nicola Power
London, England

Patricia A. Roache
Rockville, MD

Sandi Scott
Rockville, MD

Georgia A. Simpson
Rockville, MD

Thomas O. Stevens
Rockville, MD

Andrew M. Tomcho,
Sr.
Brook Park, OH

Ethel M. Williams
Brook Park, OH

Sharon D. Young
Morristown, NJ

YEARS

5

Dean B. Arnold
Rockville, MD

Jeffery J. Brunger
Brook Park, OH

Benjamin B. Bunting
Brentwood, TN

Emilio Caliendo
Milan, Italy

Cesar N. Chavez
New York, NY

Albert Chou
Rockville, MD

Silvio Cogliolo
Milan, Italy

Guglielmo Contrada
Rome, Italy

Judith A. Coufal
Rockville, MD

Daniel C. Dearing
Rockville, MD

Billy G. Dial
Brentwood, TN

David L. Dibert
Rockville, MD

Tony Fleming
Sydney, Australia

Quentin P. Gallivan
Los Angeles, CA

Celenia C. Galvez
Rockville, MD

F.B. Geeves
Amstelveen,
The Netherlands

Philip R. Hand
Rockville, MD

Tony Harrison
London, England

Frank A. Hart
Rockville, MD

Linda R. Heine
Arlington, VA

Robert W. Heister
Rockville, MD

Milton E. Higgins
Rockville, MD

Timothy W. Hogue
Brentwood, TN

David B. Kadar
Cleveland, OH

Harald Kreuzer
Huerth/Cologne,
Germany

John V. Ledwith
Boston, MA

Dan Leichtenschlag
Rockville, MD

Donna
Leichtenschlag
Rockville, MD

Anthony J. Luddy
Rockville, MD

Gary E. MacPhee
Rockville, MD

David Morgan
London, England

Michael S. Nash
Rockville, MD

Betty Pedersen
Rockville, MD

Alec Rushton
London, England

Christian Selomme
Montrouge, France

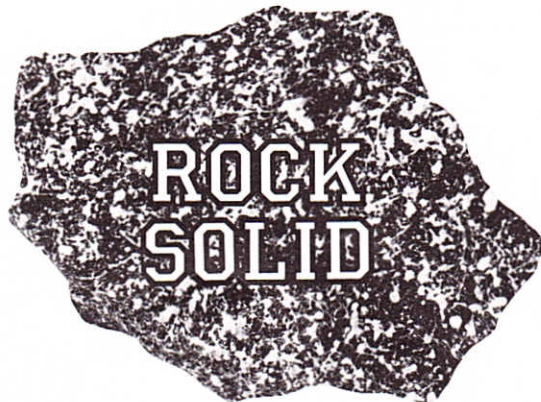
Colin Slight
London, England

Michael J. Thibado
Brentwood, TN

Phyllis F. Verma
Arlington, VA

Craig Yamamoto
San Francisco, CA

The Commitment I'm Making To GE Information Services Is



Pledge:

I'm leaving no stone unturned to get the message out.
Please send me my GE Information Services soft rock and
I pledge that I will not say "GEISCO" anymore
and will throw the soft rock at anyone I hear saying "GEISCO".

NAME _____ DATE _____

GE INFORMATION SERVICES

ADDRESS _____

CITY _____ STATE _____ ZIP _____