

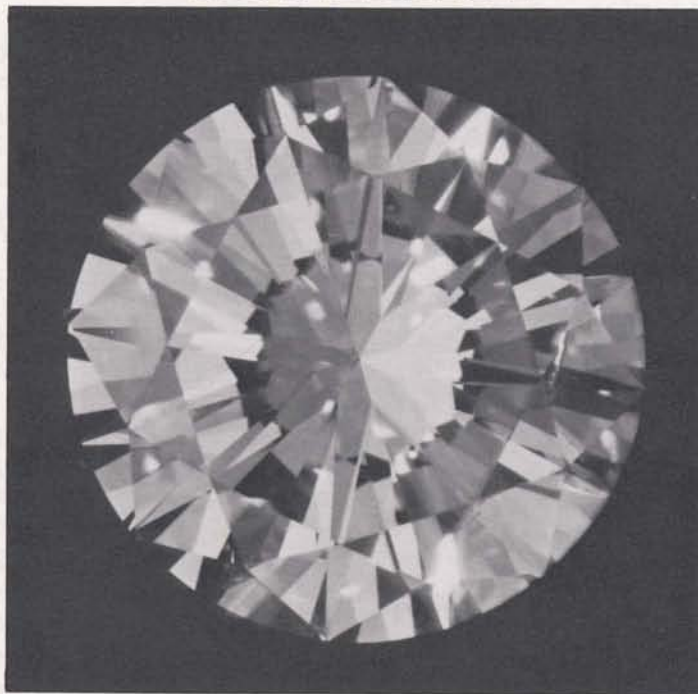
JUNE 1986

# SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

*cover story*

## INTERNATIONAL'S GEM OF A CONTRACT



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**EAST-FAK**

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

## INTERNATIONAL'S GEM OF A CONTRACT

*"I am delighted; this is one of the most significant international sales, both in strategic as well as revenue terms. Full credit must go to the project team for their tenacity, creativity, and willingness to take risks. When they started to prepare our bid, our chances were probably worse than even, but they believed that they could win through and by dint of sheer professionalism. They overcame all the obstacles and brought home the business."*

—Tony Craig

Early this year, the International Sales and Services Operations (ISSO) signed a container tracking and management system contract with Global Equipment Management (GEM), a consortium of four Scandinavian companies that controls 14 shipping lines and over 150,000 shipping containers through 10 regional and 60 local offices connected to over 500 shipping agents.

On June 1, the first phase of the contract was successfully completed with the implementation of a modified Equipment Control System (ECS) on MARK III Service®. The GEM ECS is now operational and processing almost 70,000 containers for nine of the GEM lines.

Worth an estimated \$15 million over five years, the GEM contract represents a major prize for the international engineering, sales, and marketing team that formulated the proposal, working in a sustained effort over time, across international boundaries, and among functions.

ISSO views the GEM contract as a competitive milestone, because GEM chose GE Information Services Company over a bidding team comprising

IBM and GEM consortium members' in-house data processing divisions. Moreover, the GEM contract may set the stage for a GE Information Services move into the broader markets of international trade and intermodal transportation.

On the day that GEM announced its decision, Northern Europe President Danny Schultz emphasized the significance of the contract by noting, "This is the single most important deal in which I have been involved in the 23 years of my business career."

### **The Contract**

GEM was formally founded in October 1985 by The East Asiatic Company of Denmark, Johnson Line of Sweden, Transatlantic of Sweden, and Wilhelm Wilhelmsen of Norway.

The formation of GEM is a response to the demands of the Scandinavian shipping business, a key economic sector that confronted several challenges common to the highly competitive shipping industry, which is "drowning in a sea of paper and suffocating from lack of timely information," as Conrad Persels (former manager, Transportation/Construction Marketing) noted.

Containers—which number roughly 4 million worldwide—cost about \$1,000 per year to operate. Because shipping lines often may not know the exact status and location of their containers and have to keep available stock in each port, they must maintain large fleets at inflated costs.

Recognizing the need to oversee and analyze container fleets, the GEM partners decided to form a jointly owned equipment management company to operate an integrated container pool that would replace the separate container fleets of the GEM lines. This pool of around 150,000 containers allows the partners to decrease the absolute number of containers operated, increase the utilization rate for

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Cover photograph courtesy of the Diamond Information Center in New York City, New York.



Tony Craig (left) shakes hands with Ray Miles, President of GEM, symbolically closing the deal.

each container, and save an estimated \$40 million per year.

The solution proposed by GE Information Services provides container inventory control, maintenance and repair scheduling, management accounting, financial accounting, equipment booking and forecasting, and optimization facilities. This solution incorporates six regional control areas and can accommodate up to 250,000 containers by the end of the project.

The two-phase solution initially relies on a MARK III Foreground version of existing ECS software, modified to manage a container fleet. This first-phase system is designed to provide GEM with improved container management while the full-blown system is developed. The phase-two product will run on MARK 3000 Service™ and in a CICS/DLI environment after a phased transition over 12 to 18

months; GE Information Services will retain marketing rights for the phase-two solution, designated as the Equipment Management System (EMS) in its generic form.

The phase-two product will include an integrated corporate data base with all application software. This system will employ the GE Information Services communication network; offer low, medium, and high transmission speeds; and accommodate a variety of terminals.

The phase-two product will use all new-generation software. In a further development, after selecting GE Information Services, GEM also decided to use Software International's financial system for corporate control.

The GEM contract award is attributable to a variety of technical and business factors, most not-

ably: GE Information Services' many years of experience with automated container tracking for an established ECS client base—and the concomitant credibility of the company; a tested, reliable, worldwide network that is available 24 hours per day; the people network that offers genuine worldwide support; and the company's ability to tap its available worldwide expertise as needed to respond to client needs (reflected in the international proposal team, described in related story at right, that worked on the GEM proposal from start to finish).

In fact, after the contract award, GEM executives reported that they had been particularly impressed with the fact that GE Information Services had been able to field an international team that remained unchanged throughout the nine months of the proposal process.

### **Project Status**

Since the project officially began in January, ISSO has been supplementing existing staff who have knowledge of the industry and of equipment management systems by recruiting high-caliber personnel to manage and conduct project development (see, for example, the related story on the GEM project team on page 5). ISSO also has been investigating contractors who might execute much of the straight programming required.

Because the GEM project relies on an IBM-based system, ISSO has been able to recruit personnel with expertise in IBM systems, which should provide a firm people base not only for GEM but also for future IBM-based work.

The successful and timely completion of the first phase of the GEM contract was an important milestone: the interim solution both supplied a working system to GEM prior to the advent of EMS and reaffirmed company credibility to undertake the second phase.

Per Bernt Dahle managed the first phase—which demanded the coordination of an international team with people and resources scattered throughout the world—while simultaneously managing Norway SDC. The first phase required the execution of three tasks:

- A modification of the ECS software to accommodate management accounting (such as crediting

*Continued on next page*

## **THE PROPOSAL TEAM**

Lasse Syversen	Country Manager, Norway
Niels Nielsen	Manager, Transportation/Shipping Marketing
Alec Absalom	Business Systems Consultant, UK
Tony Harrison	MARK 3000 Consultant
Conrad Persels	Manager, Transport/Construction Marketing
Mike Walmsley	Northern Area Business Analyst

### **Helped By:**

Chris Toone  
Danny Schultz  
Tony Craig  
Colin Bell  
Barry Clarke  
Johs Utne (consultant)

*"I really don't think we could have won a contract like this two years ago. The new style of management was an immense assistance to me as project manager. Whenever we needed help, it was there—and quickly! The management chain was flexible, strategic, and prepared to take calculated risks. Senior managers such as Chris Toone, Danny Schultz, Colin Bell, and Tony Craig made themselves available at very short notice to meet GEM management whenever and wherever it was needed."*

—Lasse Syversen

*"This team worked throughout the summer, meeting with the SCANCON project team in Stockholm, Gottenberg, Copenhagen, and Oslo. We always appeared at these meetings as a team to emphasize our ability to establish and maintain an international people network to complement our telecommunications network. Furthermore, we stressed the fact that we were only the front for a more elaborate support team that helped write the proposal and would be available to implement and support the project."*

—Conrad Persels

container owners and billing container users), with Tom Choate and Ishrat Sahasrabudhe taking the lead.

- Generation of new reports, with Frode Eidem of GE Information Services Oslo taking the lead.
- Construction of data collection interfaces to four different systems operated by the GEM lines, with Alec Absalom taking the lead.

The first phase began in December 1985, as the team assembled its resources and started detailed requirement specifications for modifications to ECS. By early March, meetings in the United Kingdom and Oslo—supplemented by three inches of QUIK-COMMs—had nailed down the functional specifications, which were then frozen.

Ninety days after the sign-off on functional specifications, Per Bernt Dahle's ECS project team had completed the three tasks and assembled in Oslo for a do-or-die test of the software. On June 1, the data base was loaded with transactions covering over 60,000 containers from nine shipping lines.

In an impressive demonstration of coordinated transatlantic fast-track work, all the software "went live" and performed as expected. As an illustration, Tom Choate reports that tests of all the ECS software data base coding changes—which were produced almost exclusively by Ishrat Sahasrabudhe—uncovered only two discrepancies.

The phase-two product also is well into development. Most of the functional requirements analysis has been completed for the first two (tracking and billing and cost allocation) of the five functional modules (the other three are equipment booking, maintenance and repair, and forecasting and optimization).

### History

GEM began to take shape in the summer of 1984, when the four Scandinavian shipping companies formed a working group, SCANCON, to develop a business plan that would better use the shipping lines' total resources. SCANCON produced its first report in 1984, focusing on the feasibility and economic wisdom of creating a single container fleet. At that point the shipping companies were more inclined to look for an in-house solution; however, the consortium decided to consider other



Container ships from one of the GEM lines ply the high seas.

options and issued an Invitation to Tender (rather like an RFP, but a company must be invited to bid) in May 1985.

GE Information Services Norway, which had a long-standing relation with one of the GEM partners, Wilhelm Wilhelmsen, seized the opportunity. Without waiting for a formal invitation to bid, Lasse Syversen (country manager, Norway) immediately assembled an international account team to prepare a bid should the opportunity arise—which it did in June 1985.

Describing that period, Lasse recalls, "As a result of my time in ISSO Marketing, I knew where to look for the skills I needed for the team. The work started in the spring, and the proposal had to be presented on July 15. This meant that the team "lost" the entire summer. We tried to compensate by holding our meetings in different places. We met one time in the Norwegian mountains; another meeting took place at Niels' cottage in the Danish countryside. We also met at Rye, England, and around a barbeque in Rockville. This informality helped to hold the team together and produced a creative atmosphere."

The final four-binder proposal was delivered in early November, and GEM made its final decision in December.

## Future Markets

International's GEM contract offers intriguing possibilities for the future of GE Information Services. Clients in the international trade and intermodal transportation markets may be involved with both equipment and cargo management. They must move goods across international borders, processing the innumerable trade documents required by many different parties—a situation that generates real leverage for automation. The recently introduced TRADE\*EXPRESS™ product (watch for an update in the July *SPECTRUM*) ties together the international trade community electronically.

Under the terms of the GEM contract, GE Information Services will be marketing the EMS product. Consequently, the company is planning to upgrade ECS clients to EMS in 1987 and to market EMS aggressively in the appropriate markets.

Building on a combination of the EMS and EDI products, the GEM and ECS client base, and the major EDI client base, GE Information Services can pursue a leadership position in the total international trade and transportation market.

The success of the GEM proposal team has many interesting facets—teamwork between marketing and engineering; a truly international proposal team; a sustained product development effort over almost six years; working relationships among technical, marketing, and sales personnel; relationships forged across international boundaries and over time. The fact that this international people network carried so much weight in the eyes of the client—perhaps as much as the company's technical capabilities—is a testimony to both the team and to GE Information Services' potential.

[Thanks to Stephen Brooks for his contribution to this story.]

## THE GEM TEAM

Bob Prezioso	GEM Project Manager
Per Bernt Dahle	ECS Project Manager
Robin Dent	Project Coordinator
Alec Absalom	Functional Requirements (ECS and MARK 3000 Software)
Ken Lisec	Data Base and Application Design
Tom Choate	ECS Modifications
Ishrat	
Sahasrabudhe	ECS Modifications
Nancy Cutler	ECS Modifications
Robert Nordahl	Line Interfaces
Frode Eidem	Reporting/Interfaces
Svein Erik	
Boehler	Reporting/Interfaces
Bob Beveridge	Data Base Administrator
Colin Peters	Applications System Designer
John Samuel	Quality and Performance Assurance

### Helped By Consultants:

Alison Pritchard  
Johs Utne  
Tom Davies  
Lars Owe Stakeberg  
Tom Anderson  
Jans Ungfors

*"The implementation of ECS on MARK III for GEM is a very significant milestone. It is the professionalism, dedication, and teamwork of the individuals involved that made this happen, and they are to be congratulated for their outstanding efforts. We expect the phase-two product team to perform to equally high standards."*

—Bob Prezioso

## THE MESSAGE TO THE PRESS: PROVEN PROFESSIONALISM IN WORLDWIDE INFORMATION SERVICES

[Editor's Note: Last month, Walt Williams, Jim McNerney, and Ray Marshall completed a major press tour, prompted by the momentum of the company's recent activities. They described the company's objectives and marketing strategy to publications such as the Wall Street Journal, Fortune, Business Week, Dun's Month, Data Communications, Datamation, Industry Week, Computer World, and Forbes. All three report that the message was extremely well received, echoing the reactions of GE Information Services clients. Below, Jim McNerney summarizes the story that they relayed to the press.]

Our marketing strategy fundamentally comprises three complementary themes: intercompany services, international services, and application-focused services. In fact, we are positioned strongest with a client when our solution contains all three elements.

■ Intercompany services essentially means marketing to industries as well as to individual companies.

This is a different kind of service. Before, we were primarily selling systems that one company would use in and of itself—for example, a financial consolidation package. In this respect, we provided an alternative to in-house MIS department services, thus placing us in a somewhat competitive position with MIS departments.

Today, MIS groups are terribly sophisticated—they have their own equipment, networks, and a lot of intracompany programs. We as a company are reaching out and offering to interconnect that company to its sources of supply (EDI) or to forward information to its distributors (dealer systems), among retailers and banks (POS), or from banks to banks (CACHA). We're increasingly marrying our worldwide network with intercompany services in a powerful way.

■ In international services, we're following up on one of our company's historical strengths: our network is the most extensive and, I believe, the best supported worldwide telecommunications tool available.

We have technical and sales people on the ground (which most of our competitors don't have) who supply outstanding support for the network. They bring up applications and give such tasks the highest priority.



Photo by Jean Sunderland

Jim McNerney discusses the company's marketing strategy—and the press' reaction to it—with (from left to right) Dave Shepherd, Bill Gates (representing Dave Foster), and Ruann Pengov. Colin Bell, pictured separately, was not available for the above picture.

Coupling this historic advantage with the industry marketing approach described above has generated a substantial amount of new business, such as contracts with: automotive companies in the Far East and Europe (including Porsche, Mazda, Toyota, and Nissan); banks that need worldwide network, cash management, or message capabilities (including the Bank of New York, Chemical Bank, and Security Pacific); a consortium of Scandinavian shipping companies for container tracking services [see the GEM story in this issue of *SPECTRUM*]; other prominent companies that require services such as worldwide network links, investment tracking tools, or dealer system connections (including Mattel, Apple Computer Company, and Daimler Benz).

■ Specific applications-focused products can form the basis of intercompany and/or international services.

But it's not enough just to show our clients a world-class intercompany and international network—we have to *show them how to use our technology* in a way that adds value to their business operations. That points to our applications and SDC as critical sources of competitive advantage. It also means that we can sell to bankers—or any



## NEW CLIENT TRAINING GROUP SUPPORTS FIELD SALES



Colin J. Bell

other industry—only if we know as much about their business as they do. Our experienced technical and sales personnel really help on that front.

In sum, I'm very encouraged by the amount of new business that we're seeing that very directly leverages our strengths. Of course, there are some remaining issues. Sustainability of our business thrusts over time is critical, as is the teamwork that underlies our wins and generates support for all team members.

I particularly want to emphasize teamwork. As any company embarks on a new direction, the amount of mutual support required to pull it off is greater than that required just to sustain old directions. Employees must undertake new roles and understand new technologies and applications—and that requires a lot of cross-fertilization among many departments. I'm really encouraged by the cooperation that I'm seeing.

Now is the time for us to continue to get our applications out, create a company image, and encourage potential clients to come to us. Our marketing strategy is designed to accelerate our momentum and position us for the future.

If you're a sales representative with a promising prospective client, you know that the client training package that goes with the product can be very important. Whether a pilot project or a full-scale sale, clients want and need the guidance necessary to bring their people up to speed as quickly as possible so they can start using your reliable, high-quality product to help conduct business.

The new Client Training group within Educational Services is a response to increasing demand for client training packages that will help ramp accounts and facilitate sales. Now, sales representatives can come to Client Training for advice or for actual "development and delivery of customized training and documentation for individual sales efforts."

The strategy is to decrease the ramp time and to cater to the clients by using or modifying existing training packages or by developing a package for a specific client.

Client Training is prepared to support pre-sales efforts by consulting with the sales force to help identify training needs and recommend training programs, by developing cost estimates and training proposals, and by going on a sales call to help ask and answer training-specific questions. Post-sales activities will include the support of account ramping by developing necessary training materials and conducting training classes.

Client Training currently focuses on supporting the AMO area, with emphasis on message services (such as the QUIK-COMM System™ PC Mailbox and the QUIK-COMM System), dealer systems, and IBM systems. Such support relies on the development and delivery of classroom courses, PC-based CBT tutorials, and job aids designed or modified for specific client opportunities.

In a major break from past billing practices, the field is no longer responsible for the full cost of developers' and trainers' time—only for direct development and training delivery costs such as reproduction of CBT diskettes, typesetting, trainer T&L, materials, and the like. This substantially reduces the field's financial expenses for client training and thus encourages the use of Client Training support services.

*Continued on next page*

In addition, Client Training bears all costs, including T&L, for a trainer to accompany the sales representative on one pre-sales client call.

What does training cost the client? That call is made by the sales representative and usually is included in the total proposal. To help the sales representative develop the proposal, Client Training will provide an estimated direct-cost figure and also a market-value figure for the training.

"We don't want the sales force focusing on selling training," emphasizes Bill DeLeo, manager, Client Training. "It's more important that the company make money on ramping accounts, and our group is here to support that objective. The new Client Training group is not a profit center. We're driven by the field sales organization and its needs, and our group will be evaluated on the sales force's satisfaction with our support operations."

To work effectively with the Client Training group, the sales force has been alerted to:

- Contact the Client Training group as soon as you see a client training need.
- Work with Client Training to define the training need.
- Afford Client Training access, whenever possible, to someone responsible for training at the client site.

To contact the Client Training SWAT team, call Bill DeLeo (Dial Comm 273-4473; QUIK-COMM:



Photo by Jean Sunderland

The newly organized Client Training group supports the sales force's ramping of accounts by developing or modifying client training packages. From left to right (sitting) are Lee Erickson, Chuck Gregory, Betty Koch, Nancy Mosier, and Barbara Thomas; standing is Bill DeLeo.

DELEO), whose team includes Chuck Gregory (senior project manager), Lee Erickson (senior training specialist), Betty Koch (senior training specialist), Nancy Mosier (senior training specialist), and Barbara Thomas (secretary).

## CLIENT TRAINING: FIRST QUARTER ROUND-UP

The following list of first-quarter projects gives a feel for Client Training activities and suggests that the group has been very busy supporting the sales force.

<b>Chrysler</b>	PC Mailbox Class PROFS/QK Class CBT Diskette Job Aid	<b>Ernst &amp; Whinney</b>	Customized PC Mailbox CBT Job Aid
<b>Bell Atlantic</b>	PC Mailbox and Bulletin Board Class Customized CBT on LAN	<b>Bristol-Myers</b>	10 PC Mailbox Classes
		<b>Johnson &amp; Higgins</b>	6 PC Mailbox and Bulletin Board Classes
		<b>Freddie Mac</b>	VM/MVS Differences Class
		<b>NEC</b>	Intro to VM Class
		<b>Money Market Manager</b>	QUIK-COMM System Administrator Class
		<b>Sage Systems</b>	GE*TUTOR
		<b>VIPS</b>	GE*TUTOR

## GOOD NEWS

### **MORGAN GUARANTY**

Morgan Guaranty will use GE Information Services to track the issuance of Commercial Paper and Certificates of Deposits and the printing and reporting of Notes.

Al Abrams, national account manager, notes, "The system is designed to allow Morgan Guaranty to maintain their leadership role in the financial industry."

Steve Barr is the SDC project manager for the account.

### **KODAK**

Kodak continues to expand its business relationship with GE Information Services. Currently, 1,300 Kodak dealers communicate with each other and back to corporate offices through MARK III Service. These dealers exchange technical information, general messages, and order entry information.

Sharon Finke is the account manager, Ida Shu is the technical representative, and Dave Leland is the SDC project manager for the account.

### **IRVING TRUST COMPANY**

Irving Trust Company, a major New York bank, has installed GE Information Services' Bancor Exchange product. Bancor Exchange is designed to enable Irving's corporate and correspondent bank clients to communicate all of their file transmissions to Irving in a controlled environment via MARK III Service. Irving operations will use the Bancor Exchange monitoring feature to view all transmissions received, consolidate files, and then initiate a single mainframe session to download the data.

Steve Harwin, account executive, reports that Irving Trust Company feels that "Bancor Exchange has been designated as our bank standard for all file transfers, both inbound and outbound." Bancor Exchange will replace TeleNet's VAN, which Irving has used as their client-to-Irving-mainframe link.

Richard Okrasinski, SDC-NY, is the system architect for the account.

### **BUYPASS**

Buypass, headquartered in Atlanta, Georgia, is a third-party provider of point-of-sale (POS) draft capture services. Recognized as a leader in the industry, Buypass began using GE Information Services in May as their provider of transport services.

Buypass' customer base includes major banks, oil companies, convenience store outlets, department stores, and many other retail outlets where POS is used.

Buypass informed Fred Weprich, account manager, that "GE Information Services is clearly more reliable than and has superior response time over our previous provider of transport services. We look forward to expanding our business relationship with GE even further."

Larry McNeill provides the technical support for the account.

### **MONTGOMERY WARD**

Montgomery Ward Executive Management will use GE Information Services to transmit Purchase Orders to over 1,600 suppliers.

The first Vendor Conference, held on April 30, launched the effort. Montgomery senior management is committed to having 500 of the 1,600 suppliers up and running by the end of the year. Company officers informed John Stange, account executive, that EDI\* EXPRESS™ is designed to dramatically reduce clerical errors as well as clerical workload and, most importantly, to enable the company to increase inventory turnover while reducing overall inventory levels and to react more effectively to changing fashions and other variables in the marketplace.

Company executives strongly indicated to John Stange that they have found GE Information Services' comprehensive "interdepartmental" support of the account (Sales, Training, Marketing, and so on) to be unusually strong, making GE Information Services a refreshing company with which to work.

Mike Biel manages the technical support for the account.

### **DOW JONES**

Dow Jones and GE Information Services signed a contract in mid-May whereby MARK III Service users will gain access to forty Dow Jones financial data bases.

"This sale represents an excellent corporate strategic fit for GE Information Services," notes Joe Garofalo, account executive, "because the information can be integrated into QUIK-COMM and other foreground applications to become an integral part of our clients' applications."

A MARK III Service user simply needs to type /DJ\*\*\*. The software has been carefully designed to interactively step the user through to obtain the information desired. The forty data bases contain

*Continued on next page*

## DEPARTMENT OF JUSTICE APPROVES GE/RCA MERGER

various financial data, including current stock prices, 10Ks, market activity information, and information on various businesses.

To commence the marketing effort, Joe Garofalo included a "Dow Jones Work Station" at a recent Open House hosted by the Lyndhurst, New Jersey Region to introduce the concept to current and potential MARK III Service clients.

"Dow Jones executives indicated that they are looking forward to working with us to help make the use of the data bases a part of clients' daily business routines," says Joe Garofalo.

In June, a one-week banner will be displayed on clients' screens, announcing DJ\*\*\*, and giving instructions on how to contact the headquarters tele-marketing staff for enrollment.

George Bottarini manages technical support for the Dow Jones account.

### ACCESS

GE Information Services recently was chosen from several bidders to provide transport for point-of-sale (POS) transactions for Access. Access is one of six companies in the pay-per-view industry, which sells a service to homes that allows consumers to watch box office movies and closed-circuit productions (sports) in the home (much like cable TV) and to be billed monthly for the movies through their VISA® or MasterCard™ credit cards.

"The President of Access," reports Robert Creasy, account executive, "selected MARK\*NET™ to provide the transport services because of our willingness to work closely with Access to achieve our mutual goals. He was particularly impressed with our long-term planning of the account as well as our available MARK\*NET locations."

System testing took place in 125 locations in April, and 500,000 transactions are forecast through the end of 1986. If the industry experiences the explosive growth forecast over the next couple of years, the number of transactions may approach 400,000 per day by 1988-1989.

Ad McGarrity, senior project manager, manages the technical support for the Access account.



The proposed merger between GE and RCA passed another milestone May 21, when the U.S. Department of Justice's Antitrust Division announced it will not block the transaction.

After a detailed analysis of all the markets in which the two companies compete, Justice officials decided that the proposed merger presented a problem in only one relatively small line of business—the production and sale of vidicon tubes. GE has agreed to divest its interest in that market within a short time period.

Vidicon tubes are electronic tubes used in television cameras and are one of the product lines manufactured by GE's Microwave Products Department in Owensboro, Ky. Fewer than 100 General Electric employees are involved in their production.

The Department of Justice said that this divestiture would remove all antitrust obstacles to the merger.

The GE/RCA merger still requires approval by the Federal Communications Commission for the transfer of broadcast and communication licenses.



## THE LOGISTICS TEAM

June is as good a month as any to give a big round of applause to all those people in Rockville and in the field whose efforts keep the company working but usually go unnoticed unless something goes wrong.

"When you stop to think about it," notes Jim Tidd, Logistics manager, "what the GE Information Services Logistics employees do is very important—just largely invisible to most employees. The Logistics operation in Rockville serves headquarters and, to a limited extent, the field. But the Supercenters and most branch offices have an administrator or a group of employees that handles local logistics such as mail, office supplies, forms, printing, shipping, warehousing, and the like."

Clearly they all deserve hearty congratulations for the work they do, so take a moment to thank those Logistics support people who went out of their way for you on a project that you couldn't have completed otherwise—or those who just do their job so well day after day.

The following profile of the Rockville Logistics team is *SPECTRUM's* way of saying thanks to all the company's Logistics support people—who, by the way, see to it that you receive your copy of *SPECTRUM* each month.

### Logistics in Rockville

Jim Tidd manages the Rockville Logistics team and also serves on two corporate traffic councils. One

council participates in selecting air freight carriers for all GE components, and the other considers how best to move household goods, including cars, horses, boats, and pets. "On these matters," Jim notes, "we serve the field and GECON as well as headquarters."

The Rockville warehouse crew reports to Jim. Tony Luddy (senior warehouse clerk), Jeffrey Coney (warehouse clerk), and Andre Thomas (warehouse clerk) receive over 100 shipments per day and prepare an average of 50-60 outgoing shipments per day. This group receives packages in the morning, delivers them desk-to-desk, picks up equipment to be returned to the warehouse or to be shipped that



From left to right, Al Carlin, Jim Tidd, and Ski Aller are key cogs in the Logistics engine that keeps GE Information Services functioning in Rockville and the field.



From left to right (captured on film from a landing), Andre Thomas, Jeff Coney, and Tony Luddy stand in front of their processing desks and to the right of their warehouse stacks in Rockville.

Walter P. Dickerson Jr. and Karen Graham are shown here in the Dutch doorway of the stationery room in the Maryland Center building in Rockville.

Photo by Jean Sunderland



ments, which absolutely, positively *must* get to the show on time.

Al also manages the movement of household goods for company employees. He can offer advice on minimizing the costs and trauma of moving—and he probably has a better flat-rate deal negotiated than any employee could dicker individually.

“One year we arranged to move over 200 households, but we’ve moved only 70 so far this year,” Al reports. “Usually such moves aren’t too difficult, but transporting animals cross-country or around the world can be a real challenge—one dog will have a lengthy layover in London.”

Remember, Al can recommend corporate-preferred carriers, point out available discounts, and encourage companies to be responsive to your needs. Look upon him as your transportation consultant.

Al advises shipping departments on which carriers to use, investigates potential carriers, and audits and spotchecks bills (a process that frequently saves the company money). Sometimes Al works with employees on import shipments or assists export people in the selection of carriers and the expediting of shipments. His advice can be invaluable to employees responsible for trade show shipment.

“Whether you’re at headquarters, a field sales office, an NCC—if it has anything to do with transportation, call Al Carlin,” suggests Jim Tidd. “He can charter aircraft, trucks—you name it.”

### Transportation

Al Carlin, transportation specialist, is responsible for physical moves of equipment, offices, and employees’ household goods for both Rockville and the field.

Al delivers bulk supplies, and moves equipment night, required for local meetings. Headquarters forms, booklets, terminal and copier paper, bulk office supplies—and a few field supplies such as calendars or benefits forms—are stored in the warehouse.

Martha Adgerson and Ron McKinney manage all print shop business in Rockville.



Photo by Jean Sunderland

## Office Services

Ski Aller, Office Services manager, oversees the mail room, the stationery rooms, storage rooms and open storage areas, the printing and duplicating shop, copier equipment, typewriter maintenance, and other support functions. Ski's group also is responsible for stocking and shipping all new-hire employee packages (which include all forms necessary to add a new employee to the payroll), benefit booklets, annual reports, printed benefit forms, and many other required forms.

The four mail room employees who support Metro North and Maryland Center have specific responsibilities, but they all can shift among jobs in a pinch.

Karen Graham (office supply clerk) is primarily responsible for office supplies and mail service; Walter P. Dickerson Jr. (copier equipment clerk) for copy machines, copier room paper, and work or service calls; and Deborah Arnold and George Winkey (mail service clerks) for receiving, distributing, and sending out mail—including express or overnight mail—and clearing the mail room of all outgoing mail at the end of each day.

"With continued help from our employees, our daily job of delivering all mail in a timely manner can be substantially improved," Ski reports. "Employees should continue to advise the mail



Tony Luddy employs a fork lift to move supplies in the Rockville warehouse.

Photo by Jean Sunderland



Photo by Jean Sunderland

Walter P. Dickerson Jr., Karen Graham, and George Winkey—pictured from left to right in the mail room—are responsible for all Rockville mail and office supply functions.

room directly of all new employees, moves within or between buildings, and employee name changes."

The two printing and duplicating shop employees—Martha Adgerson, press operator; and Ron McKinney, press operator—can assist in the mail room, but they're usually quite busy with a multitude of reproduction jobs that often require high-quality products on a quick turnaround basis.

For example, in a typical month, the printing and duplicating shop will produce 800,000 to 1,200,000 impressions on the two high-volume copiers. Moreover, Martha and Ron operate and maintain other equipment such as a multilith printing press, bindery equipment, heavy-duty stapler, paper cutter, plate maker, and collating equipment.

Logistics always tries to respond to employees' needs—but it isn't always simple. As Jim Tidd reflected, "Every day it's something different. You can't plan too far ahead, because you never know what demands and priorities will arise."

All things considered, the company's Logistics are in good hands.

## GE COMPONENTS AND CANADIAN GE BRIEFED ON EDI

On May 15, representatives from 21 GE components and Canadian General Electric met at the International Training Center in Rockville to attend a program describing EDI services and to observe EDI demonstrations. The program was sponsored by the GE Corporate Receivables Council and hosted by GE Information Services Company.

Designed to inform the components about the advantages of EDI and generate interest in using such services, the program included speakers from GE Corporate offices and from GE Information Services. Topics discussed included the SureNet™ EDI Payment System, implementation of an EDI system, electronic mail, GE Corporate Information Systems plans for EDI, a case study of an EDI partnership, and overall scope and utility of EDI.

Paul H. Ode, GE Corporate Manager of Customer Financial Services and Insurance, told the audience that "We're always looking for new tools for doing our jobs better, faster, and cheaper. . . . Knowledge and leadership are the keys. Once we have the knowledge, we must take the leadership role to implement such tools. . . . EDI is not just the future. It is here now, and it helps give us the power to become more effective leaders."

Walt Williams emphasized, "Our company's EDI product can take the state of technology and applications forward, dramatically affecting what we can do within GE. You can have the tools, techniques, technology, and mentality that will allow you to do something dramatically different and be more effective NOW. . . . We're asking you to listen, absorb, challenge, show us where we come up short, and bring us in as an asset."



Walt Williams, Paul H. Ode, Jack Hanson, and Al Boynton confer at the EDI briefing.

## WESTERN TELCO DISPLAYS TELEPHONE INDUSTRY PRODUCTS

Late in April, the Western Communication Region (WCR) exhibited GE Information Services telephone and telecommunications industry products at a Pacific Bell conference on the telephone network of the 1990s. Attended by Pacific Bell managers and invited industry guests, the conference represented a high-visibility forum for GE Information Services speakers and for products such as BusinessTalk™ and EDI\*EXPRESS.

Larry Murphy, Western Communications Region manager, reports that "In just two days, we were able to reach literally thousands of people in the telephone industry, to show them how GE products can help them be more productive every day. The response was really encouraging! Attendees were genuinely interested in what we have to offer; we now have dozens of qualified new leads to pursue."

The Pacific Bell conference coincided with priorities in the National Communications Area (NCA), whose charter includes direct sales of products and services to the telephone and telecommunications industry, one of the most dynamic of the focused markets.

Under the direction of Haskell Mayo (manager, Telecommunications), the NCA Telco sales team had



Joe Squarzini fields questions from the audience on applied telecommunications and computing in the 1990s.



analyzed the market for GE Information Services products and services, working closely with strategic planners, marketing and sales executives, and operations managers throughout the country.

The sales team concluded that products such as BusinessTalk and EDI\*EXPRESS could offer numerous benefits to the seven regional holding companies (formerly part of the Bell System), the General Telephone system, and other major independent systems. Moreover, the sales team decided that the time was right to raise the visibility of new GE Information Services products and services targeted for the telephone and telecommunications industry.

When Pacific Bell announced its conference, the GE Information Services team mobilized for a quick and effective response.

Supported by the Applications Marketing Operation (AMO) and the Focused Business Operation (FBO), WCR arranged demonstrations of BusinessTalk, EDI\*EXPRESS, and the eye-catching "EDI Storyboard." The booth also featured the Mechanized Assignment and Record Keeping System (MARK) developed by GE Information Services in conjunction with the General Telephone Company of Florida.

Mary Ingalls (technical director) and Laury Stewart (application specialist) from WCR SDC set up live demonstrations on the convention floor, using large-screen, high-resolution monitors that would give the hundreds of visitors passing by the booth a clear view of GE Information Services' products in action. Laurette Kaufman (region administrator) managed demonstration logistics.

WCR also assembled a team of sales people to describe the benefits of company products and services for telephone companies and to explain the company's business focus on intercompany applications and applied telecommunications. This sales group included Dave Jacobs (account manager, Denver), Dick Cahill (account manager, Seattle), Robert Clark-Cone (account manager, San Francisco), and Chuck Wallach (senior account manager, Morristown, New Jersey).

To further emphasize GE Information Services' telephone industry commitment and capabilities, Joe Squarzini (VP & GM, Telecommunications



Robert Clark-Cone and Mary Ingalls are ready to go as they await the opening of Pacific Bell's "Network 90s Showcase."

Department) and Ron Fellows (manager, Applications Management) shared the podium for a heavily attended seminar on "Applied Telecommunications and Computing in the 1990s."

Joe traced the history of GE's international network development, explained recent upgrades such as SNA, and described upcoming capabilities. Ron offered his vision of future developments in applications integration and invited the audience to visit the booth and discover the reality of current BusinessTalk system features.

WCR's well-coordinated effort to showcase company products for the telephone industry was truly a team accomplishment. As Larry Murphy declared, "The support we got from throughout the company was terrific. From company staff, SDC, sales—GE Information Services people from all over really responded! I hope this will be just the first of many such events."

[Thanks to Larry Murphy for his contribution to this story.]

## ADMINISTRATION

ROBERTA ROSE  
FAIRFIELD

*Is there a list of QUIK-COMM addresses that relate to administrators in countries to whom we should send messages when we transfer billing to that country?*

What a great idea! It's not there yet, but such a file would certainly reduce the hassle and make things flow smoother. Fast Fax will build a file named XFER2WHO on QK11 that will contain that data, after soliciting country managers for their input. Thanks for your suggestion, Roberta.

BECKY TERRY  
ROCKVILLE

*How can I get a change made to a QUIK-COMM system address in QK11?*

Send a QUIK-COMM to CTRL specifying what changes you want. Be sure to specify the user number that you're using. Data needed include the address, address definition, and user number.

JAN HULING  
DALLAS

*When we send out copies of PC Mailbox, who pays the postage?*

They're sent out postage-paid by GE Information Services.

DAN WECKER  
CHICAGO

*Is there a \$3 per user number per month charge for MARK\*NET user numbers like there is in MARK III Service?*

No. The \$3/U# is not there for MARK\*NET user numbers.

CAROL EVANS  
ATLANTA

*A client called asking for an explanation of the EXP charges on his invoice. Is that express service?*

No. It's Express Mail. When the client runs RMS\*\*\*, he or she has the option of having

# FAST-FAX

8\*274-6517 QK: FAST

the output sent by U.S. mail (in this case, GE Information Services pays the bill) or by courier or Express Mail (in this case, the client elects to pick up the charges for the faster delivery).

RANDY HARDICK  
DETROIT

*Where do we find a credit application that we can have a prospect fill out prior to sign-up?*

Such applications are available from the OLOS System. The order number is 40309.

MARIETTA BAGLIERI  
CHICAGO

*Where can we get copies of the General Electric Annual Report?*

They're available from the mail room in Rockville. Send a QUIK-COMM to OSS-SKI with your complete mailing address, stating the quantity you need.

AL WEISS  
NEW YORK

*Is GE Information Services still in the Disaster Recovery Business, where we can provide a computer site for a client to use?*

No. That is now a part of the General Electric Co. in Schenectady. Refer your callers to Ron Mastriani on 8\*235-3490 or 518-385-3490.

PAUL BOGEN  
DETROIT

*Is there anyone accumulating competitive data who we can call for information?*

Yes, there is a competitive data group, but it's best if you send your request in via the QUIK-COMM System. Address your requests to COMPINFO.

## DISTRIBUTORS

TAIWAN HAS  
DISTRIBUTOR

Effective April 1, 1986, Vanguard Information Center, Inc., in Taipei, became an independent distributor for MARK III Services through the PDN Pacnet. Their QUIK-COMM is VANGUARD. QUIK-COMM is OK for use there. For details, list a QK11 file named VANGT\*AI.

HOWARD FORER  
NEW JERSEY

*The on-line file NEWINTL on DY28 says there's a PDN in the People's Republic of China, but when my client's contact there tried, they*

*were told there weren't any lines available. What's the story?*

Yes, the PRC is in NEWINTL and also in the International Reference Guide, indicating PDN access, but the truth of the matter is that the 16 lines available there are all being used by government agencies.

We are contacting ITT to determine if additional lines might become available. Don't look for any action before the end of the year, however. If anyone has a client requesting access in the People's Republic of China, send details to MARJORY. Speed required, hours of access needed, company names, and similar information would be helpful.

MALAYSIA HAS  
DISTRIBUTOR

Effective May 1, 1986, an independent distributor is making service available through the MAYPAC PDN. 300 and 1200 baud service is available in Kuala Lumpur, the capital. The QUIK-COMM System is OK to use there via MAYPAC. List a QK11 file named MALAY\*1 for more details.

## NETWORK CONNECTIONS

BOB DILEO  
CONNECTICUT

*Is there a summary file on line that provides the price and delivery details of PC Mailbox in each of the distributor countries?*

None of which we're aware, Bob. It would be an aid to those selling on an international basis, but, so far as we know, nobody has pulled the data together.

VIN ZICHICI  
FAIRFIELD

*A client wants me to sell him PCs for each of several distributor countries. Is there a way to do it? Can we sell them to him here and have him take them overseas?*

First, terminal sales and leases are handled by ICSO, but the agreement for PCs limits the purchases to USA buyers, not for use overseas.

Second, if the client takes a PC into a country, he will very likely have to pay a duty charge (which would offset any savings on his purchase here); he would have no assurance that the voltages required in the destination country would be the same as those used in the USA; and he might have a difficult time getting a foreign unit serviced by technicians in the local countries.

Have him use our distributors—that's their purpose.

## NSS

**JOHN CANNING  
ROCKVILLE**

*Has there been a change in the CASHIII program on DQ36 and CQ90 for defense contractors?*

Yes. The Defense Department has turned the program over to GE Information Services. All the details about the program that you see on page 94 of the NSS Author Index still apply, except that your point of contact for assistance is now Rockville—specifically QUIK-COMM address MIKE-GWINN, 8\*274-6425.

**SZEWAI LEUNG  
HONG KONG**

*We have received some interest in the NSS author Application Engineering and their product MOLD-COOL. Do you know what their Telex address is?*

Their Telex address is 910 2220219, but, unfortunately, they have cancelled their NSS agreement with us, and their programs are no longer resident on our service. If your client is interested in using the software in another form, you can ask the author what forms are available.

# EAST-FAX

8\*274-6517 QK: FAST

**NICK LETHBRIDGE  
PERTH, AUSTRALIA**

*What is the current status of the Adams & Rountree programs in catalog DQ30?*

They are no longer on our service. Go to pages 148-151 in your NSS Author Index, and scratch them out of the Index.

Yes. The form is on QK11 for easy access. The file name is NSSQC. Get the form filled out, and send it to the person who does mailboxes for the cost center that owns that Q catalog user number. The Mailbox manual has special commands for this function.

**AL WEISS  
NEW YORK**

*Is there a file that lists the price of an ABU in each of the distributor countries?*

No. It was out there as ABUPRICE, but it had not been updated in a long time, and the owner of the file purged it. No word yet whether a revised version will replace it.

## QUIK-COMM

**SONNY TOM  
LOS ANGELES**

*The client wants to know how QUIK-COMM System access in Hong Kong is blocked from using the regular dial-in network.*

The QUIK-COMM System program has a table of MRC numbers. Those MRCs in countries where direct access is not allowed are on the "NO GO" list.

It's a simple matter for the program to check to see through which MRC a user is coming. If coming from an MRC on the "OK" list, the user goes through, but if coming from an MRC on the "NO GO" list, the user is denied access.

**PAM WOLF  
ARLINGTON**

*Is there a special form that has to be filled out to get access to the QUIK-COMM System in a Q catalog?*

## DELIVERY SYSTEMS

**DENNIS STEFFE  
LOS ANGELES**

*Is GE Information Services pursuing opportunities in video conferencing?*

No. The bandwidth is too wide for our service, but there is a General Electric component that would like to hear about the sales lead. Have the prospect get in touch with Mike Manginelli on 8\*223-4725 or 203-382-4725.

**J. TRAVIS  
ROCKVILLE**

*Whatever happened to the HOTLINE program on DY28 that acted as an information exchange medium for information and programs? SOFTRAN has literally taken its place. To get information about how you can get onto the SOFTRAN system for downloading and information exchange, list the QK11 file named SOFTAVAI (SOFTran AVAilable).*

**BOB FOSTER  
MIAMI**

*Our client has a 3725 and is looking for a high-speed data transfer method to our MARK 3000 Service. Is there anything available?*

Yes. We have a product available called Network Data Mover from System Center, Inc., that transfers data between our 3725 and the client's over a leased line at a high integrity level. With a 9600 baud line between the two 3725s, the data will move very quickly.

**SHARON BLACK  
CALGARY**

*A prospect wants to know if we still have DCF on MARK 3000 Service.*

It's an old IBM editor, now called SCRIPTVS, and it's available. You can get a complete list of the MARK 3000 product offering (hardware in use and software available) by listing a DY28 or QK11 file named MARK3\*K. It makes good boilerplate material for proposals, too.

**IDA HSU  
ROCHESTER**

*Is there a demo available for the Telephone Information Processing (TIP) system—the talking computer?*

Yes. You can list a file named TIPDEMO on QK11 or DY28 and get valid user numbers that will provide three different demos. The file will give the complete scenario—the fictitious sales situation, where to get the 800 numbers for access, the user numbers, suggested input, and the TIP voice responses.

*Continued on next page*

## FASTFAX

Continued from previous page

**PAUL MISIR  
SINGAPORE**

**ADABAS—a data base handler on MARK 3000 Service—seems to be getting more popular. Are there any plans to make it available on MARK 3000 Service?**

The product was evaluated some time ago. The most popular DB handler among large IBM system users is IMS, followed by IDMS, and some are beginning to use DB II. The latter will probably be the next DB handler installed. IMS and IDMS are already available. ADABAS doesn't seem to make a dent in the market share in which we're interested.

**HOWARD FORER  
NEW JERSEY**

**I'm using one of the 50 terminals that can be used to emulate SIM3270, but I have trouble with which function keys perform which functions. Is there an interchange table somewhere?**

Yes, while you're connected to MARK 3000 Service, you only need to type in #HELP. The system knows which terminal you are on, and it will print out the function keys and how you emulate them on the terminal that you are currently operating.

**RICH RUED  
CHICAGO**

**When using XMODEM with error checking routines, is the client charged for retransmission when blocks of data aren't received properly and have to be resent?**

No. There won't be a charge for retransmissions, but there is about a 5% increase in characters because of the additional check bits needed to ensure accuracy. If retrans-

missions are required, the additional cost will show up in terminal connect time, not in the additional KCs. The MRC will already have received (and counted) the characters for that user number before it attempts to send the block. Remember, the overhead characters are not visible to the user. The user only gets the data content of each XMODEM frame sent to his disk file.

**JIM MACCIOCE  
ROCKVILLE**

**Didn't we have a program that would calculate mortgage payments?**

Yes, it's still there. MORTGE\*\*\*. It asks you if you want instructions. If you say yes, you get an explanation of what the program will do.

**SCOTT PUTNAM  
DENVER**

**The March Fast Fax (on page 12 of that SPECTRUM) said there were some new FORL subroutines available, but they didn't show up. What happened?**

It took a little longer than expected for them to get through Q.A.

Here's a list of the new subroutines: TRIM, INPTIM, SET, CLC, REPL, TXTOUT, OPNSCR, PERM, INVT. DY28 has a short narrative about each new subroutine in a file that contains the subroutine name plus dot D—for example, TRIM.D and SET.D.

## WORTH NOTING

### SAVINGS BONDS FOLDER HIGHLIGHTS

"The best reason to buy U.S. Savings Bonds . . . is all the interest you can earn. Savings Bonds are keeping pace with the rest of today's financial market. When market rates change, so does the Savings Bonds rate."

That's one of the advantages of buying Savings Bonds explained in the small folder employees will receive shortly.

The folder comes from the Savings Bonds Division of the U.S. Treasury Department and is being distributed to GE people to help explain how the market-based interest rate works and how the tax advantages can help build up funds for education of children or for retirement.

According to Treasury statistics, GE employees are second in the nation in the purchase of U.S. Savings Bonds through payroll deductions. The U.S. Postal Service leads with 106,950 participants, followed by GE with 67,590 and Bell South with 58,859.

#### Guaranteed Return

The folder explains how Savings Bonds held five years or more will not only earn market-based interest rates but also are guaranteed to never return less than 7-1/2%.

Rates on bonds change twice a year—May 1 and November 1. The current rate—effective May 1 through October 31, 1986—is 7.02%. However, bonds purchased during the period and held five years or more will still pay at least 7-1/2% annual interest over the entire holding period.

Another advantage of Savings Bonds, the folder explains, is the income tax savings. The interest earned

from Savings Bonds is exempt from state and local income taxes, and payment of federal taxes on earnings can be deferred until the bonds are actually cashed.

#### Matching Investment

Because the folder was prepared for employees of all companies, it highlights buying bonds through the payroll savings plan. However, most GE employees who invest in bonds use the Savings & Security Program, because it offers a 50% matching payment from the company on investments of up to 6% of pay (7% if you have participated for the required holding period).

As a result, S&SP participants can buy savings bonds and receive not only the market-based interest rate and the tax values but also a matching "bonus" investment of 50% of the amount they invested. In effect, GE will make a matching investment of one bond for every two purchased under S&SP, up to the limit of matching.

U.S. Savings Bonds are also an investment choice in the Deferred Pay Account and the Retirement Option Account of S&SP.

Under S&SP, GE employees can invest in other securities as well as bonds—GE stock, the S&S Mutual Fund, and the Holding Period Interest Fund. In addition to reviewing the folder on bonds, employees should study the S&SP description in the benefit booklets and the S&SP Prospectus before making investment decisions.

### JUNE 30 DEADLINE FOR FILING 1985 INSURANCE CLAIMS

To be sure of receiving payment for 1985 expenses covered under GE's Comprehensive Medical Expense

Insurance and under the Dental Assistance Plan, claims must be submitted by June 30, 1986.

"The June 30 deadline gives everyone plenty of time to file claims for their 1985 expenses," reports Barb Nutt, practices specialist. "We can make sure we receive our benefits by not filing late."

### WILLIAMS SPEECHES

Walt Williams gave a speech on April 8 to ADAPSO (the computer software and services industry association) and a speech on "Leadership and Technology" on April 9 to a GE management science workshop in Daytona Beach.

In his address to ADAPSO, he noted major trends in the industry and observed that companies in our industry are becoming increasingly interdependent. One company's performance can depend in whole or in part on the software, hardware, or capabilities of other firms in the industry.

### HENCH SPEECH

Bob Hench addressed the Honeywell Large-Scale User's Association on April 7—and received an invitation to make the same presentation in November to Honeywell's international user's association, meeting in Dublin, Ireland.

Bob described GE Information Services' equipment upgrades (DPS 90 and 3380 projects) and characterized past and future decades: the 1960s was the decade of computing, the 1970s was communications, the 1980s was micros and minis. The 1990s, however, will be a decade of surprise, as applications gain breadth and depth and as the

economic and social implications of such applications come to the fore.

### BRADFIELD SPEECH

Carolyn Bradfield profiled "Electronic Mail at Curtis Mathes" at the National Mail User's Conference on April 9.

Summarizing Curtis Mathes' experience, Carolyn reported, "Now, Curtis Mathes has easy access to everyone in their franchisee system at a fraction of the cost of traditional methods. Timely receipt of information from their franchisees has helped them keep a pulse on their business and increase franchisee satisfaction tremendously."

### CONRAD SPEECH

Martha Conrad described "GE Information Services' Participation in the Data Facility Product Early Support Program" to GUIDE, an IBM User's Group meeting held last March.

Because GE Information Services is one of the few large corporations to install and test the Data Facility Product, the company's installation experience (from August through November 1985) and subsequent results were of great interest to potential users in the audience.

Working closely with IBM's support team and development team, GE Information Services installed the product before it was generally available. The success of the project in meeting its objectives, Martha contends, is in large part due to long, hard hours of work by employees such as Wendy Holmes, Jenny Liang, Debbie Mattos, Cheryl Stern, and Larry Patterson.

Continued on next page

## SECOND CHANCE: SUMMER OF FITNESS FOR MDA

Don't forget: This year the Summer of Fitness for MDA lets you choose which month you want to participate—June, July, or August. So you still have two chances to run, swim, bicycle (moving or stationary), or fast-walk for MDA.

This is the third year that GE Information Services has sponsored MDA. The company will donate 10 cents for every mile of program activity completed by the employee during the selected month. In addition, the company will pay the \$5 fee for

the starter kit, which includes a T-shirt and mileage log.

This program encourages employees to improve their own health while at the same time raising money for research and treatment of neuromuscular diseases. For more information, call MDA's Arlene Warmhold at 703-823-1115. [You also can refer to the more extended notice in the April issue of *SPECTRUM*.]

To enroll in the program, complete the form below.

## AMERICA'S LOVE RUN



### GE Information Services Company Summer of Fitness for MDA

Mail this registration form to:

MDA  
5249 Duke St., Suite 109  
Alexandria, VA 22304  
Attn: Arlene Warmhold

NAME \_\_\_\_\_

PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

Month participating (circle one): May June July August

T-shirt size (circle one): S M L XL

## WORTH NOTING

Continued from previous page

### GE EXECUTIVES' NAE SERVICE

Jack Welch, GE Chairman of the Board and Chief Executive Officer, was elected to a two-year term as chairman of the National Academy of Engineering (NAE). NAE is a private organization established to share the responsibility Congressionally chartered to the National Academy of Sciences to examine questions of science and technology at the request of the federal government.

NAE sponsors engineering programs aimed at meeting national needs, encourages engineering research, and recognizes distinguished engineers.

Roland Schmitt, GE Senior Vice President for Corporate Research and Development, was re-elected to a second three-year term on the NAE Council, the group's governing board.

### GE'S ADVANCED INFORMATION TECHNOLOGY MANAGEMENT COURSE

The Advanced Information Technology Management Course (AITMC) will be offered twice this year at Crotonville (July 6-18 and November 9-21). The Management Education Operation developed the course in cooperation with Corporate Information Systems.

The course's objective is to "increase the use of information technology as a competitive weapon throughout GE's businesses." The course analyzes how GE businesses can capitalize on their information technology resources to gain competitive benefits such as:

- The development of new products and services.
- The erection of competitive barriers to entry.
- The creation of client dependence on systems and services.

- The ability to provide more value to clients.

The course is designed for computing professionals, but feedback from the first session suggests its utility for functional managers. GE therefore is encouraging attendance by functional managers—and particularly by multifunctional teams from the same or allied businesses.

If you have questions regarding the course or its tuition (\$3000 for two weeks), contact Steve Mercer, program manager, at 8\*224-4309.

### AMERICAN EXPRESS CREDIT CARDS FOR T&L

General Electric Company signed a new agreement with American Express (AMEX), which will provide credit cards for business use. Over the next several weeks, GE Information Services will phase out its Diners Club program.

The AMEX card will be a personal credit card furnished by the company for business use. AMEX will bill employees directly, and employees will pay AMEX directly, receiving reimbursement by check within two weeks from the date CPS-Bridgeport receives the approved expense account statement. Responsibility and liability for card charges will rest with the employee.

GE Information Services will pay the annual membership fee, and AMEX will offer a \$25 restaurant certificate for each new or renewed personal AMEX card.

New corporate cards will be issued only to employees whose accounts are in a current condition. Application forms and more detailed AMEX program brochures will be distributed shortly.

## MILESTONES

Congratulations to the following employees, who celebrated service anniversaries in May.

### 25 years

*Cincinnati*  
**Michael S. Mash**  
*Rockville*  
**Paul H. Inserra**

### 20 years

*Dallas*  
**Ruth Nadine Adamo**  
**Richard P. Autz**  
*Rockville*  
**Robert E. Kaiser**

### 15 years

*Rockville*  
**John L. Clouse**  
**Daniel M. Miller**

### 10 years

*Brook Park*  
**William M. Ross**  
*Minneapolis*  
**Dee I. Niles**  
*New York*  
**Dick Darnell**  
*Oak Brook*  
**Joan Herzog**  
*Rockville*  
**Susan Monnier**  
**Elizabeth Rogers**

### 5 years

*Brook Park*  
**Michael Minor**  
*Morristown*  
**Vincent S. Lucido**  
*Rockville*  
**Betty M. Avey**  
**Alexander L. Dommerich**  
**Thomas C. Eastwood**  
**Gary L. Senese**

## S&SP

The following table summarizes the prices for GE Stock, Mutual Fund, and Holding Period Interest Fund used in the Savings and Security Program to credit partici-

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

Month	Holding Period Fund			YTD Annual Income Rate (a)				Long Term Fund	
	Stock Price	Mutual Fund Price	Price	1983	1984	1985	1986	Price	YTD Annual Reinvestment Income Rate
January	\$69.818	\$35.929	\$10.00	13.7%	13.2%	12.8%	9.6%	\$11.57	10.1%
February	\$75.013	\$38.019	\$10.00	13.7%	13.2%	12.8%	9.7%	\$11.96	10.4%
March	\$77.403	\$40.995	\$10.00	13.7%	13.2%	12.9%	10.5%	\$12.53	10.2%

(a) The "announced" HP Fund Rate was 13.25% for 1983, 12.75% for 1984, 12.50% for 1985, and 9.50% for 1986.

## THE BOTTOM LINE

April sales totaled \$40 million, 5% below Op Plan, with shortfalls in most businesses.

- Network Based Services revenue was 2% under Plan.
- Marketing and U.S. Sales revenue was 7% below Op Plan, driven mainly by lower volume in U.S. Field Sales and GE Accounts. Shortfalls are generally attributable to selected product delays and slower ramp of new application closes.
- International sales were 2% above Plan, as favorable exchange more than offset the decline in volume.
- GE Consulting revenue was down 9% from Op Plan, primarily because of lower volume.
- Software International sales dropped 41% below Plan, with shortfalls in both domestic and international contract volume.

For the year to date, sales are 2% below Operating Plan and 7% lower than 1985 (excluding the SCO transfer to Corporate).

## EDITOR'S NOTES

*SPECTRUM* recently received an anonymous note from a Brook Park employee who complained that field activities such as the Supercenters get short shrift in *SPECTRUM*, despite their meaningful contributions—which often occur behind the scenes, or at least out of view of Rockville.

Well, he (or she) does have a good point. In fact, a series of articles on various field activities has been planned for *SPECTRUM*—and, believe it or not, the Brook Park Supercenter was already right at the top of the list.

*SPECTRUM* also will be featuring articles on ISSO, SI, and GECON activities, in an across-the-board attempt to better inform employees about *all* GE Information Services' businesses.

But *SPECTRUM*'s coverage relies on input supplied by headquarters and field personnel. If you think you have a good story idea, let us know. Contact Sallie Chafer (Dial Comm: 273-4476; QUIK-COMM: SALLIE) or Spence Carter (Dial Comm: 273-4048; QUIK-COMM: SPENCE).

## DEDICATION OF THE NEW NYC NDC



On May 5, the New York City Network Distribution Center (NDC), one of the largest operated by GE Information Services, moved from lower Manhattan to the GE-owned building on Lexington Avenue. Joe Squarzini (far right) officially dedicates the NYC NDC by cutting the ribbon. Watching are (from left to right) Dick Lewis (manager, Network Operations), George Popov (region manager, NY Financial Services), Greg Nagy (data communication analyst), Ted Balfour (network distribution specialist), Jim Hines (manager, Network Services, Southern Region), Cesar Chavez (field services representative), Ray Brown (NSC area manager), and David Hartley (network distribution specialist).

The move gives the NYC NDC more floor space in a newer building, access to GE security, and cheaper rent. The new site also affords the NDC an uninterrupted supply system, additional air conditioning capacity, and humidity and environmental controls (all new features) as well as site grounding (only recently available at the old location). In addition, the NDC upgraded and supplemented its equipment during the move period.

The move was more complicated than just hiring a van. First, the old NDC was totally duplicated at the new site. Some new equipment was purchased, but the warehouses and other NDCs supplied or loaned most of the equipment. The two NDCs essentially ran in parallel for almost a month, allowing major customers to check out the new facility and demonstrate its operational status.

Second, the NYC NDC had to borrow people to help set up the parallel NDC operation. NDC personnel from Tampa, Atlanta, Chicago, Los Angeles, Brook Park (the Network Central Concentrator—or NCC—facility), and Rockville (NDC and NCC) worked in close cooperation with NYC personnel. "Without those people," declared Ray Brown, NDC area manager, "we never could have made the move successfully."

*parting shot*

## ARRIVEDERCI, GENERAL ACCOUNTING

On May 8, employees in the General Accounting and Tax (GA) office in Rockville gathered to admire—and consume—the unusual cake (shown below) that commemorated the group's final transaction, completed in April. Like Payroll and Accounts Payable before it, GA is part of a GE-wide effort to consolidate all accounting operations, create a common system for all component accounting, and deploy a financial decision support system.

In late 1984, Payroll responsibilities were transferred to Corporate Pooled Services (CPS) in Schenectady, and



Accounts Payable functions were similarly transferred to CPS in Bridgeport in the fall of 1985. GA responsibilities were shifted to CPS in Bridgeport at the end of April 1986.

Eight GA employees—Art Corbin, Dick Gray, Max Harris, Charles Locke, Linda Morris, Jim O'Brien, Nancy Rizzi, and Liz Smith—gathered to mark the last transaction. These eight have been with the office a long time—one virtually since its first check was issued in January 1967. "In fact," mused Jim O'Brien, General Accounting manager, "these people represent close to 200 years of service with GE."

Almost all the employees will be absorbed into CPS or other GE operations, as were Payroll and Accounts Payable employees. "This is a fine group of people," Jim O'Brien declared. "Each of the eight have received Management Awards for their outstanding work during the transition, as did many other accounting employees. These people were dedicated to a high performance standard right up to the last minute. I salute them."