September/October 1987

SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES

MARK III® SERVICE GAINS COMPETITIVE EDGE

New Capabilities Make MARK III®
the PC User's Gateway to the World

page 7

GE Opens In New Zealand

page 8

International Teamwork Breaks New Ground

page 16

FAST-FAX

CONTENTS

SPECTRUM is published for employees by Employee Communication, GE Information Services, 401 N. Washington St., 07E, Rockville, Maryland 20850, U.S.A. For distribution changes, send a message via the QUIK-COMM™ System to OLOS. For additional copies, order via OLOS, publication number 0308.25.

SPECTRUM Acting Editor: Kathleen Power
FastFax Editor: Mike Gwinn
Managing Editor: Spencer Carter
QUIK-COMM: KATHLEEN; DIAL COMM: 8*273-4476

GE Information Services

cover story

MARK III® GAINS COMPETITIVE EDGE

MARK III, GE Information Services sleeping giant, is up and about and flexing its muscles. Breakthrough communication capabilities have been added to this flagship service, so that today it emerges as the PC user's gateway to the world.

This breakthrough strategically positions GE Information Services in applications integration, a direction that many companies, particularly those with international operations, are recognizing as the way to remain competitive in a global market.

"Continental Grain is a classic example of our new capabilities," says Roger Dyer, MARK III Client Systems. "Continental Grain needed an international reach in electronic mail but didn't want to displace its in-house system. We were able to develop a smooth interface between Continental Grain's SYSM messaging system operating on an IBM host and our QUIK-COMM service on MARK III. In-house personnel continue to use the SYSM system; those outside use QUIK-COMM. The program acts as a mail handler, sorting and routing mail to the appropriate system in a way that is transparent to the end user. Without the new capabilities we could not have provided this solution."

Three key elements make MARK III the powerful performer it is today—MARK*NET technology, enabling the network to be attached to a range of host systems; MARK III's Foreground Communications Manager (FCM), the vehicle for new types of sessions, such as multistream and multiterminal; and the FCMF77 package, a "tool kit" to put these capabilities in the hands of applications developers.

This combination of capabilities enables MARK III to provide:

- Host Connectivity – A MARK III program can reach out to a client's host system connected to the network

Craig Fetterolf demonstrates the ease with which a user can access all his information needs in a single session, using just one terminal and viewing data on a multi-windowed screen.

with no modification of the client's hardware or software applications.

- Inter-Program Communication – Programs can talk to other programs—across systems, across clusters, across supercenters. Worldwide processing becomes a reality.
- Single User Interface – Using these capabilities, MARK III can act as a "smart switch" to connect one user—using a PC-based workstation—to multiple host systems and present the user with a single, unified, "seamless" interface.

Technological Breakthrough

The evolution of these capabilities and, more significantly, their packaging into extremely easy-to-use FORTRAN77 subroutines gives GE Information Services a capability that is unique in the marketplace today. Programmers can now develop customized client applications that provide connectivity to virtually any client host and any application on that host—no matter what variety of hardware and software and however geographically dispersed.

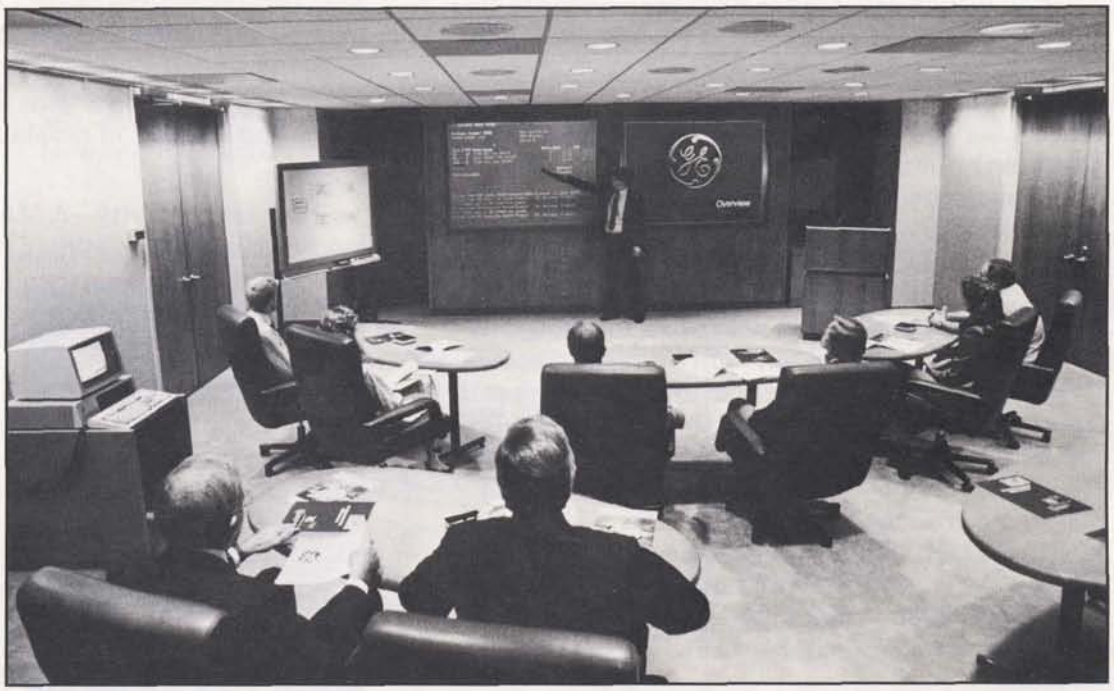
"If a system can talk to the outside world, we can talk to it," explains Norm Harvey, MARK III Client Applications. "Up until now computer systems have been based on the idea that the end user will call them. They are essentially passive. We've reversed that. We have added capabilities to our operating system and developed application software that enable programs running on MARK III to issue instructions to our network and establish a communication path between MARK III and any address within that network. In essence, we have built a switch that can make outgoing contacts, thereby becoming a conduit to all a client's information needs."

With these new capabilities, SDC organizations are off and running, developing and delivering application solutions that not only meet our clients' requirements but also give the company a real competitive edge.

"Norm Harvey and his team have created an amazing new tool for application designers," says Ad McGarrity, Project Manager, Atlanta. "It is certainly destined to make many applications involving data collection economically feasible that would not otherwise have been so."

This new technology can also be used to expand the capabilities of existing applications. The Mechanized Assignment and Record Keeping (MARK) system, developed for GTE Florida, is a good example. To meet the client's need for growth in both functionality and usage of this application, FCMF77 is being used to provide interprogram communication and to allow accesses to be controlled by custom "server" applications. These servers will enable simultaneous access to files rather than on the current file contention basis.

Another key upgrade in progress is an application being developed for EuroClear, the trade confirmation arm of Morgan Bank. In this application FCMF77 is being used to move the interconnection with EuroClear's in-house IBM system from batch



Craig Fetterolf makes a presentation of the new capabilities of MARK III in the Executive Briefing Center in Rockville. Clients who have visited the Center recently to see the demonstration include Kodak, Levi Strauss, Haggar Apparel, and Honeywell.

Norm Harvey: 35 Dynamic Years With GE

Norm Harvey came to GE in 1952, a young electrical engineer out of Cornell University, to work at the Advanced Electrical Center in Ithaca, New York, and his career took an early focus from which it never really strayed.

While at Ithaca, he said to himself, "There's got to be a way to let engineers talk to computers," and he helped find a way. Nearly thirty-five years later, he looked at the complex operating system of MARK III and said, "There's got to be a way to harness that power," and he set out to find one. With the help of people like John Watson, who understands how the complex system works, he learned how to talk to the Communication Manager, the front end of MARK III, and developed FORTRAN 77 routines that help programmers write applications that interconnect clients' hardware and software to the MARK III network.

In the 35 years in between Norm has always been motivated to find ways to do things better, often searching for answers before many knew the question. In the early 1960s he recognized the potential of time sharing and helped lead the company into that business. In the early 1970s, while manager of applications, Norm directed application development away from engineering oriented time sharing toward broader business oriented products. In the mid 1970s, as manager of Strategy Development, he helped position the company in the international market. And in the early 1980s he helped develop an important set of advanced products—among them Information Manager, CB Menu (now called GEnie), and Micro Integration—that contributed to the company's profitability during that period.

Norm Harvey holds a copy of FCMF77 System Routines, the reference manual he developed to help FORTRAN77 programmers develop customized applications for clients.

Today Norm Harvey manages MARK III Client Applications, finding solutions to major client application needs—and developing tools that enable others within the company to benefit from his expertise.

"Norm has a great technical imagination," says Bob Hench, who heads the MARK III group, "and he has a kind of sixth sense about what customers want and need. For as long as I've known him—and that goes back a lot of years—he has been finding innovative, cost-effective ways to harness technologies to respond to client needs. That's a rare quality." ▲

transmission—which requires the bank to shut down the computer several times daily while it gathers data from individual mailboxes—to an on-line process that will enable continuous real-time transmission of data.

"The secret of FCMF77 is its simple elegance," says Craig Fetterolf, MARK III Client Systems. "It takes the simplest common denominator, the simplest form of communication, a TTY user interface, which every system has to have, and makes FCM act as if it were just another user. FCMF77 removes a whole layer of technical translation so that programmers like me can write an application in days that a year ago would have taken weeks or even months.

"When clients come to the Executive Briefing Center for a demonstration of these capabilities, they watch in utter disbelief," he adds. "I log on to the supercenter in Ohio, call Amstelveen, talk to a PC here in Rockville, connect to a VAX or IBM system—all with no visible difference in response—in a single session from a single terminal device."

Continued on next page

LEADING EDGE TECHNOLOGIES FOCUS OF NEW GROUP

Client Driven Solution

"It is important to note that the evolution of FCMF77 was both client driven and technology driven," says Roger Dyer. "Our customers recognized a need for interconnectivity between their various hardware and software systems. John Watson and his team provided the operating system capabilities, and Norm Harvey provided the 'glue'—FCMF77."

From the client's perspective, using these custom applications can mean tremendous cost savings because they require no change in the client's present hardware, software, or applications.

"In my seven years at GE Information Services, I can't think of any more important development in the MARK III arena than FCMF77 and the operating system changes that make many of the new features possible," says Scott Byrns, Systems Specialist, Brentwood, Tennessee, who is using FCMF77 in applications that improve the efficiency of EDI*EXPRESS. "FCMF77 has the capability to breathe new life into existing applications while allowing new and exciting applications to be developed. It's the cleanest, most stable, and most efficient interface we have today."

"At present, we have as many as 50 applications in progress—some in production, others in prototyping, and others still under SDC development," says Norm Harvey. "The majority of these systems utilizing the new technology encompass an array of client terminals, our worldwide network, MARK III applications, and multiple client hosts—a much different spectrum of applications than in the past."

Strong Marketing Effort

"For GE Information Services to capitalize on this window of opportunity," says Marv Lewis, Host Capabilities Commercialization, "we've rolled out an aggressive four-phase training program: SDC training in the use of the new capabilities, a comprehensive sales kit and training course for the sales force, and ongoing forums to support both groups."

"The competition in the applications integration business is going to be a lot different," he says, "because we'll be going up against companies with major resource and expertise capabilities—companies like IBM, ADP, and McDonnell. Thanks to the new capabilities of MARK III, we have a real competitive edge and we intend to capitalize on it." ▲

"As we look to the future, we see that we are the architects of some of our own challenges. Because we are a people intensive business, we are constrained in our ability to grow by our ability to leverage the skills of the very people who make up our strength."

Tony Craig, President

Now that the company has made the subtle shift from a marketing intensive business to a people intensive one, GE Information Services stands on the threshold of significant business growth and opportunity. The new business challenges us to respond to individual client's needs with customized solutions, a far different focus than developing products and bringing them to the market.

"In our efforts to increase top-line revenues and profits, we're challenged to find ways to leverage technical expertise," says Gary Mueller, Technical Development. "We need to make the knowledge of our top technical people accessible to many others who contact customers and prospects. Critical areas of expertise include communications network design, applications development, and network management."

What's happening in MARK III® Service is a good example of how top talent can support field personnel. Through the efforts of a few system experts, capabilities added to MARK III and a new set of programming tools enable programmers to design customized integrated applications for clients with an ease and efficiency not possible before. (See cover story.)

Don Deutsch heads new Technology Development group.

Expert Systems In GE

Artificial Intelligence (AI), especially a form of AI called expert systems, shows similar potential to make optimum use of experts within the company.

While not a new technology, Artificial Intelligence is only now emerging as a commercially viable application. The early focus of AI was to build applications that emulated human thought—smart computers that could play chess. Today AI engineers are dealing with less complex, more focused applications. They are finding ways to capture the thought processes by which an expert solves a problem and design applications that emulate that process. These applications can then help field personnel use the expert's knowledge in solving problems.

GE is among the industry leaders in Artificial Intelligence, with nearly 100 employees working on AI technology at the corporate R&D Center in Schenectady and in a number of GE businesses.

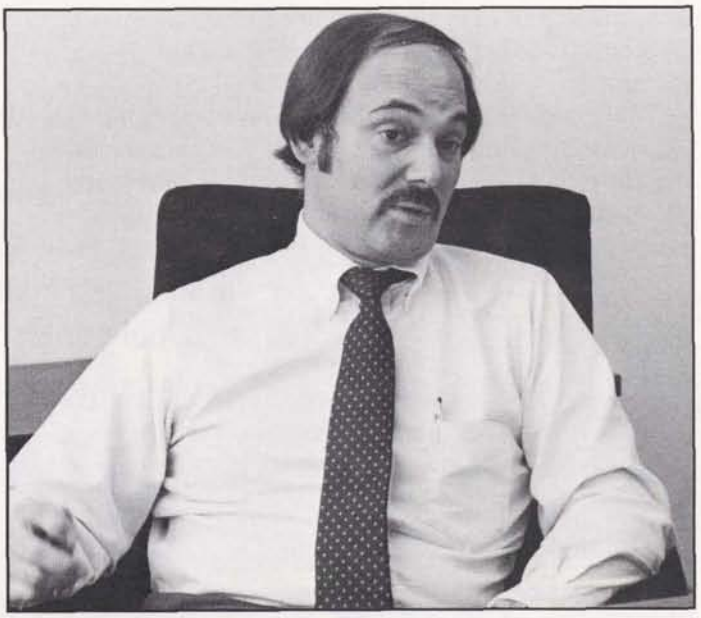
At GE Plastics, for example, an Expert System was developed to tap the talent of the company's top troubleshooter. The process entailed the expert letting a knowledge engineer "pick his brain" and capture his knowledge in a set of facts and rules, which he then programmed into an Expert System.

According to Dr. Arthur Chen, who manages the Information Systems Laboratory at the R&D Center, expert systems have the potential of enabling the top 50 percent of a company to perform like the top 10 percent.

The Technology Development Group

To explore AI and other emerging technologies, a Technology Development group is being formed under the leadership of Dr. Donald R. Deutsch, an expert in data base management systems and application software development. The new group is charged with identifying new technologies, understanding their impact on the business, and demonstrating their efficacy through pilot applications that address real business opportunities.

"We're very much in a futures mode in the work we are doing," says Don Deutsch. "I'm looking for top talent, from both within and outside the company, to join our team. We will be adding three key hands-on professionals to the team—a software architect, a hardware engineer, and a knowledge engineer. We're looking for recognized expertise combined with practical business acumen."



Don Deutsch talks about the role his Technology Development team will play in identifying leading edge technologies that can contribute to the company's productivity and business growth.

"We see Artificial Intelligence as a technological turf," he says. "We're also looking at hardware systems such as processing platforms and specialized devices like CD Rom; and we'll be monitoring advancements in software systems. Our job is to anticipate where the technology is going and make sure that GE Information Services is on the leading edge of technologies that will have impact on our business."

Possible applications include:

In EDI, a young industry in which GE Information Services has a leading position, the company could expand its client base if it could reduce the number of the man-hours required to get a customer functioning. If an Expert System were developed that could handle the early Dial-out ramp activities in EDI, the time of experts could be reserved for the problems that require their expertise.

In Managed Network Services, a new business the company is taking a hard look at, expert systems could play a significant role. As a network integrator, GE

Information Services would design, upgrade, install, maintain, and operate complete communications systems and facilities for strategic worldwide accounts.

"Managed Network Services is an ideal candidate for AI because of its complexity and its highly technical nature," says Don Deutsch. "In fact, a case study done this summer by a team from the Business Management Course in Crotonville concluded that if GE Information Services wants to be a player in this market, AI is essential to its competitive positioning."

"We'll be working closely with the R&D Center and other groups both within and outside GE as we explore this new area of opportunity," says Gary Mueller. "They're ready to work with us as we move forward." ▲

BMC Team Field Study Concludes AI Essential For Managed Network Services

The Business Management Course held at the GE Management Development Institute in Crotonville, New York, draws GE employees from throughout the company who show potential for executive positions. As part of the training, BMC Teams are assigned case studies that address real-world problems facing the company. This summer one of the teams was assigned to explore the use of Artificial Intelligence in GE Information Services' commercial ventures.

Team members were Ed Beck, Aircraft Engine Business; Ralph Brush, Corporate Marketing; Len Dorrian, Information Technology; Al Grinspun, Drive Systems; and Tom Hellman, Environmental Health and Safety.

The team's approach was to "divide and conquer," as Tom Hellman put it, with each member of the team focusing on that segment of the problem in which he had most expertise, and then to confer and reach a consensus.

"The case study we did for GE Information Services was a real-time, meaningful exploration of a carefully defined issue," said Ralph Brush. "The company had not reached a decision about Artificial Intelligence. We were dealing with something brand new that could affect future directions and profitability."

"The study presented some real challenges for our team," said Tom Hellman. "First we had to understand the business—its organizational structure; its technical, political, and cultural environment—and we had to understand Expert Systems."

"They asked tough questions," said Peter Mannetti, Business Development and New Ventures, who is himself a graduate of the GE Management Training program. "They talked to a wide spectrum of people from the president of the company to finance personnel and engineers. It was clear that they had done their homework."

Tom Hellman (left) and Ralph Brush (right), two of the BMC students who participated in the AI study for GE Information Services, got together recently at Tom Hellman's office in Fairfield, New York.

After a week of fact finding and analysis, the team produced a report of their findings. The study concluded that in the Managed Network Services arena (which corporate management had selected as the focus of the study) the inclusion of Artificial Intelligence in MNS solutions is essential to GE Information Services being competitive in this market.

"We gave the team high marks for the thoroughness of their study and the quality of their presentation," says Gary Mueller. "They convincingly defended their findings. It was a very valid and valuable report that has planted a seed for future competitive advantage." ▲

GE OPENS IN NEW ZEALAND

GE Information Services has penetrated a new market with the opening of an office in Wellington, New Zealand. Clients in New Zealand had been served from the Sydney office for several years, but the closing of some key accounts and the deregulation of the financial marketplace persuaded Russell Murray, general manager of Asia Pacific Affiliates Operations, to open an office in Wellington.

"We were faced with the option of appointing a distributor or establishing a branch in New Zealand with our own people," says Russell Murray. "We had learned from previous experience that local people unfamiliar with our specialized financial software and services could have difficulty selling and supporting these services to the fullest. So we chose to initially 'import' GE people into the country to provide a strong nucleus from which we could train local recruits as the business grew."

The New Zealand staff in their new office, which they moved into in September: (left to right) Russell Murray, Alan Rousselot, Sally Vanderpool, Randall Smith, and Fred Cramer. In the background is the head office of the Bank of New Zealand, GE Information Services' largest client in New Zealand.

The New Zealand office is annexed to Australia and reports into Sydney, with Alan Rousselot managing the New Zealand operations. Team members are Randall Smith, Sales Consultant; Fred Cramer, Support Consultant, and Sally Vanderpool, Branch Secretary, who is the only local member of the team.

The New Zealand Market

"The marketplace in NZ is undergoing considerable change with increasing competitive pressure," says Alan Rousselot. "Local companies are expanding their international involvement to broaden their revenue bases. This is an ideal environment for GE Information Services. We are able to introduce new technology to solve their business problems and provide cost reductions in their communications expenditures."

New Zealand has a client base of 50, up from 24 in 1986, and the number is expected to grow steadily as the company makes its presence felt in the marketplace. Currently revenue is divided 60/40 between Banking and Financial Services and general business. The recent deregulation of the financial market and strong interest in EDI in general make New Zealand a very fertile market.

Cash Management Services will be a major contributor to revenues in late 1987 and 1988 with three major banks introducing GE services.

New Business Opportunity

"We are poised to provide a significant share of the country's international cash management services," says Randall Smith. "GE Information Services is also emerging as *the* EDI consultant in New Zealand. We are gaining considerable market interest and acceptance."

Office Automation products, such as PC Mail Box, have opened the door to major clients such as Dairy Board, the largest corporation in NZ with 50 overseas sites; Fisher & Paykel, the largest manufacturer; NZI Bank, the largest new domestic bank; and the Department of Trade and Industry, the largest government department with 36 overseas sites.

"Establishing an office here has proved extremely successful with our forecasted 130% volume over last year and more than 150% growth in our client base," says Alan Rousselot. "We look forward to New Zealand being an increasingly significant contributor to Asia Pacific results in the years to come." ▲

INTERNATIONAL TEAMWORK BREAKS NEW GROUND

Through an effort that involved employees from three continents, GE Information Services has successfully completed development of its first U.S. based Global Limits application for Security Pacific National Bank.

Security Pacific National Bank is the sixth largest U.S. based financial holding company, with assets over $60 billion. A major player in the diversified financial service industry, the bank distributes financial products to the retail, commercial, and capital markets business segments. SPNB's current focus is to expand its Capital Market business, where last year it turned a 154% increase in net income over the previous year. To attain that goal, SPNB needed to improve the operation of its global trading arm, Security Pacific Merchant Bank.

Security Pacific Merchant Bank manages a worldwide trading operation dealing in foreign currencies, negotiable instruments, and financial futures. The trading branches located in Los Angeles, New York, London, Frankfurt, Hong Kong, Tokyo, Singapore, and Sydney deal in excess of 50,000 transactions a month in $5 million and $10 million amounts.

Security Pacific faced some major challenges in its global trading operation:

- the dealing area as a major profit generator is always under pressure to show increased performance
- volatility of markets increases the element of risk in both profit and loss
- an expanding global market increases need to validate credit worthiness of dealing parties
- growth of Asia-Pacific markets has created a 24-hour global trading environment
- centralization of treasury functions demands timely information on a global scale
- increasing regulation from federal banking authorities on dealing policies and management systems.

To address these problems, the bank saw the need for an on-line, real- time global risk management system.

Security Pacific National Bank evaluated two approaches to solving its problem: design an internal solution or identify a third party provider. While an internal solution was the bank's preferred course, it recognized that its international communication capability was limited. So a third party provider became the viable approach, with I.P. Sharp, a proven supplier of global risk management systems, the leading competitor.

The International Team

An international sales effort turned the client toward GE.

"The sale was a true global marketing and support effort," says Quentin Gallivan, account manager. "It entailed concerted sales efforts in Los Angeles, London, Sydney, and Frankfurt; coordinated deal structuring between U.S. marketing and the international banking group; and joint technical development in Los Angeles and London."

To develop a competitive proposal within stringent time constraints, Quentin Gallivan sought help from Jamie Graham's International Banking group in London. Jamie Graham sent the proven team of Craig Fetterolf and Malcolm Robarts to assist in a week-long intensive proposal effort that turned the sales situation around. As the bank neared a final decision, Frank Gerhardt in Germany and Alan Rousselot in Australia worked to convince SPNB's key decision makers of GE's proven capabilities with major banks in their respective countries.

Once the bank selected GE, Craig Fetterolf and Sigi Maass, SDC Germany, provided expertise in developing the functional requirements. Industry renowned Gavin Bell, IBFS, London, flew to Los Angeles to demonstrate to the client the feasibility of integrating the Global Limits System (GLS) with the bank's in-house dealer support and back office systems.

During intensive contractual negotiations, major Rockville contributors included Janice Orcutt, Mark O'Leary, and Roger Dyer.

"Quentin Gallivan deserves credit for taking the initiative to organize this international effort," says Malcolm Robarts. "The key to its success was the management of the sales team and the SDC team's flexibility in responding to the client's requirements."

The Customized System

The Global Limits System is a real-time application that provides bank management with information on credit limits and exposure so the bank can optimize its opportunities for profitable dealing in the "wholesale" banking market. In this marketplace banks trade in millions of dollars, lending to countries and major corporate clients, operating in Foreign Exchange markets where billions of dollars are traded in one day.

The GE Global Limits System allows dealers in the fifteen major trading rooms of the bank, located throughout the world, to operate as a global trading operation, sharing the same information instantaneously.

The customized version of the GE Global Limits product designed for SPNB provides bank management with up-to-date information about global exposure and enables them to measure the effectiveness of treasury policies in order to react quickly to changing market conditions. Branch dealers have new decision support capabilities and can use larger global credit lines to process more deals and increase profitability.

"Our ability to develop a technologically superior solution, in a relatively short period of time, is attributable to the outstanding performance of a globally dispersed team," says Karen Anderson, who managed the development effort in Los Angeles. "They provided industry and technical expertise unmatchable by our competition."

The technical development team included: Larry Miller, Al Liu, and Doug Calhoun in Los Angeles; Alina Czwalga and Phil Tucker in London; and Jacinta McCreanor in Dublin. SDC project managers world wide provided technical assistance: Jacques Debrulle, Belgium; Cheryl Wright, Australia; Heinz Gloor, Switzerland; and Dorothe Milles, Germany.

"While everyone on the SDC team deserves credit for this superior effort," says Craig Fetterolf, now with MARK III Client Systems in Rockville, "Karen Anderson deserves special credit for effectively managing the difficult process of nailing down the customer's complex requirements so that they could be translated into a working technical solution."

The Results

Gavin Bell notes, "With leading edge projects such as Global Limits Systems, IBFS provides industry experience and expertise throughout the company to help win bigger and better deals."

"The Global Limits Management system, developed by our team, gives SPNB a technology edge in the industry and makes GE Information Services a major player in integrated global trading systems," says Quentin Gallivan.

Cristina Elsea, First Vice President and Chief Financial Officer, Security Pacific National Bank, says of the

Members of the winning SPNB team with officials from Security Pacific National Bank in the bank's dealing room in California: (front row left to right) Karen Anderson, Christina Elsie, and Gavin Bell; (back row left to right) Larry Miller, Doug Calhoun, Al Liu, Dennis Chan, Quentin Gallivan, Michael Dunham, and Vince Remedios.

new system, "We believe the implementation of this exposure management system will become an invaluable tool for treasury and risk control. We have to migrate from our current 'sneaker-net' environment, whereby branches are borrowing limits amongst themselves via the phone and mail with no central control, to an on-line, global system."

With the Global Limits System, SPNB can more effectively:

- make aggressive trades required for profitability while managing risk
- react to volatile market conditions by knowing global currency positions at all times
- maintain a 24-hour presence in the global market
- centralize and control treasury operations through greater international communications reach
- respond to new regulatory requirements because of flexible limit system maintenance and reporting.

"I look upon this arrangement with GE Information systems as a partnership. Together we will deliver a global trading capability the market has needed for a long time," says Michael Dunham, Senior Vice President, International Money Market, Security Pacific National Bank. ▲

TELCO Team Earns "Over the Top" Awards

At the National Communications Area "Over the Top" kickoff meeting, held in Morristown, New Jersey, several SDC and Sales people were recognized for their on-going support of the tax systems of AT&T and many of the Bell Operating Companies. Beth Bauman, Gerry Burns, Nick Dubois, Jules Korngold, Hans Kernast, Vinnie Lucindo, and Jaromir Zak, SDC TELCO Major Projects, and Felina Solomon, TR, received Night on the Town awards for their efforts. Sandy Carey and Chris Syzonenko, also from SDC, received recognition awards earlier in the year.

The tax systems, as they are collectively called, are a group of large, complex applications that process various types of tax information for regulated utilities. These systems have been big revenue producers for the Communications Area over the past several years. Supported entirely by a group of SDC professionals within the Major Projects Office, the tax systems require substantial on-going software updates to keep in step with the constantly changing tax laws and regulations. ▲

National Communications Area "Over the Top" award winners: (seated left to right) Jaromir Zak, Beth Bauman, Nancy Visocki, Technical Director who presented the awards, and Vinnie Lucido; (standing left to right) Gerry Burns, Felina Solomon, Sandy Carey, and Hans Kernast.

EDI BREAKTHROUGH IN EUROPEAN MARKET

The EDI*EXPRESS™ System

CEFIC (Conseil European des Federations de l'Industrie Chimique) has selected GE Information Services, through its Belgium affiliate, as the single clearinghouse for the first phase of an EDI initiative within the European chemical industry. CEFIC is the recognized voice of the industry, which employs two million people and is larger in turnover terms than any other geographical grouping of chemical companies in the world.

Located in Brussels, CEFIC is the forum where the European Chemical Industry coordinates its positions and approaches in relation to the international bodies and authorities that have an influence on its business environment. Issues which CEFIC tackles on its members' behalf cover international trade, environment, health and safety, transport and distribution of chemicals, energy and raw material supplies, information and statistical surveys.

The Belgium Initiative

To promote the idea of EDI amongst its members, CEFIC took the initiative to organize a joint conference with the European Economic Community (EEC). There followed a series of discussions, presentations, and seminars throughout Europe organized by the Belgium sales force, working with a CEFIC task force. These efforts led to the selection of GE Information Services for the first phase of the EDI project.

The EDI project, which has reached the practical implementation stage, uses GE's EDI*EXPRESS service which is designed to facilitate electronic exchange of business documents, such as invoices and purchase orders, between trading parties. Future EDI activities will be decided once success of the first phase has been assessed.

Initial participants in the project include AKZO, Bayer, Ciba-Geigy, Dow Chemical, DSM, Dupont, ERT, EXXON, ICI, Monsanto, Montedison, and Shell.

The trial will provide access to EDI service in a number of European countries: Belgium, France, Germany, Italy, Spain, Switzerland, The Netherlands, and the United Kingdom.

Participation in the EDI trial was not a decision made by the federation on behalf of its members. It is a decision made by the individual companies.

"We convinced the CEFIC companies that the most effective way to build an EDI system for the European chemical companies is in partnership with GE," says Ben Bruggeman, who led the sales campaign with Daniel De Decker, senior consultant. "We met with companies all over Europe during the last year represented by a single team—reinforced when needed. This paid off in the end."

Industry Breakthrough

"Belgium, both geographically and economically, is in the middle of the major European crossroads, making it the living heart of the European Community," says Jean Louis Pinet, manager of Belgian Operations. "The agreement with CEFIC opens the gate to the EDI chemical market and has impact on all European affiliates."

Each of the participants in the project will access the EDI*EXPRESS service via GE's worldwide network services, using a variety of access methods and protocols. Of particular note is the use of X.400 Message Handling Service across Europe as a carrier for EDI documents. The CEFIC EDI project is the first major implementation to employ both EDIFACT and X.400 standards. Use of the emerging X.400 standards promotes the growth of an environment in which multiple service providers are easily accessible by the private user.

GE will also be providing consultancy and technical support to each of the companies taking part.

"The CEFIC deal represents the most significant breakthrough for GE in the European EDI market," says Tony Harrison, International Trade Program, London. "In one move we have been able to establish an international community of users spanning the world's major multinational chemical companies."

Dave Foster, Intercompany and Logistics Business, Rockville, says of the agreement, "It is very encouraging to see how EDI is really taking off internationally and particularly in Europe. Multicompany systems, serving an entire industry, are exactly the kind of opportunity that puts us in a strong strategic position. The chemical industry is particularly significant because it represents a product feed into many of the other industries we're selling EDI to."

Others contributing to the effort were Chris Brook, Network Architecture, Rockville; Claudi Santiago, European Sales Support, Paris; Pierre Descamps, Sales and Technical Support, Belgium; Andi Hoover, Intercompany and Logistics Business, Rockville, and Don Montgomery's Nashville development organization. ▲

THE CATONS: FOSTER PARENTS EXTRAORDINAIRE

"This new house seems empty," said Bob Caton, from his home in Rochester, New York, where he recently relocated from GE Information Services' Denver office. And it's no wonder. In addition to raising 10 children, he and his wife, Sandy, have been foster parents to more than 100 children in the past 22 years, more often than not, in temporary and emergency situations.

Sandy Caton, who describes herself as a "kid person" from a large family, was introduced to foster parenting when she was a young girl by an aunt who cared for foster children. Bob Caton grew up an only child. When their oldest child was about seven years old, they began accepting foster children into their home.

"Our first rule was that we wouldn't take a child older than our oldest child," said Bob Caton. "That way we were assured of having already experienced most any situation with our own children."

The foster children, ranging from infants to 12 year olds, usually arrive on the Caton doorstep with histories of abuse and neglect—and little else.

"Many times, we get these kids from police officers in the middle of the night not knowing their backgrounds or medical histories. Nine out of nine times, they come with only the clothes on their backs," said Sandy Caton. They stay anywhere from one day up to two years.

After several relocations in 18 years of employment, Bob Caton compliments the GE Information Services relocation policy that has supported his and Sandy's commitment to foster parenting.

"Because we have commitments to these kids, relocating quickly can be difficult. GE is great about giving enough notice before we have to relocate. It provides some time to 'wind down' and find other places for the kids."

Setting Goals

The Catons have two goals for every foster child they accept. The first one is that the child must learn to recognize when a situation might lead them to misbehavior and learn to control the situation. They must also learn to become responsible for their own actions and know that they will be held accountable for what they can control.

"Often times a kid will say that someone 'made him do it' and I ask him to explain how. He then realizes that it was his decision to misbehave and that he has the power to change that," explained Bob Caton.

The second goal is "to build some happiness back into their lives" and show them an alternative way of living. "We want to give the kids another look at life and make them realize that it was circumstance that caused their troubles and that it is not the way it will always be," said Bob Caton.

"The children can be just fantastic. They are not bad kids; just what has happened to them is bad. Seeing them change, feeling safe, comfortable, and unafraid is a reward," Sandy Caton said.

Opening Home and Heart

Sandy Caton describes their home in Denver, which was equipped to accommodate 20 people at a time, as "a moving place" often yielding 35 to 65 loads of weekly wash. "It was a happy house that never had a dull moment," she said.

The Catons have spent hundreds of dollars clothing foster children and purchase a side of beef at a time. They receive a small monthly per diem for each child, but Sandy Caton guarantees they don't make any money on their labor of love.

The Catons join their children for a turn on the trampoline.

"In Colorado, a clearinghouse was available for food and new toys. Many children who left our house did so with a Care Bear, Cabbage Patch doll, and new wardrobe," said Sandy Caton. She cans fruits and vegetables, makes her own jellies and jams, and bakes homemade bread. "Sometimes I am so tired at night, it hurts to lie down. But it is a good hurt," she said.

Because of the children's backgrounds, the Catons have to use non-contact discipline forms. "We have come up with successful alternative methods that do work," said Bob Caton. Examples include no television and standing in the corner.

When the Catons need to discuss one child and don't want other ears to overhear, they slip out to buy a loaf of bread or quart of milk. When things are especially hectic, Sandy Caton admits to buying more bread and milk than even their large family needs.

Building Self Esteem

Showing affection can be a difficult task, too. "When the kids first come in it is usually hands-off. After a short while, most warm up and you can show them affection. With others it can take six weeks before you can give them a hug," said Sandy Caton.

All the children have age-appropriate chores: making their own beds, picking up toys, and doing the dishes on alternate nights. The Catons use every available opportunity to stress learning and responsibility to the kids.

"We had one girl who was having trouble with math. So when we did the dishes together, we would add and subtract the dishes we washed and dried," said Bob Caton. The girl stayed with the Catons for two years. "When she first came to us her goal was to be a cleaning lady. Today she is on her high school basketball team and talks about going to college," he said.

Many of the preschool age children who come to the Catons are educationally deprived. The Catons have a house full of educational toys, games, and books to help get them ready to enter school.

For Sandy Caton, saying good-bye at the door is one of the hardest parts of foster parenting. "Sometimes you don't like it when the kids leave. You aren't comfortable with where they are going, but you can't do anything about it. If you interfere with the case plan, they can pull your certification," she said.

Bob and Sandy Caton spend some weekend time outdoors with four of their children: (from top) Patrick, Heather, Mindy, and Tricia.

The Catons are committed to educating not only foster children but prospective foster parents as well. While in Atlanta in 1975, they helped found the Atlanta Chapter of the National Foster Parents Association. Sandy was elected Regional Vice President at that time. They also organized the program for a two and a half day international conference that offered 23 daily seminars, attended by 4,000 foster parents. The Catons have been certified in Rhode Island, Georgia, New York, Colorado, and Canada.

While the Catons lifestyle has received mixed reactions from family and friends over the years, Sandy Caton feels that their 10 children have gained from the foster parent atmosphere.

"Once when we went a week without any foster kids, one of our kids asked when we would be getting another one." ▲

GOOD NEWS

Mack Truck

GE Information Services recently signed a contract with Mack Truck, Inc., a major U.S. truck manufacturer, to develop a communication network that will link more than 200 Mack dealers and distributors throughout the U.S. Mack views the new communications system as a central part of its business strategy, one of two key projects that will help the company respond to the sales and market-growth imperatives of the 1990s.

The new communications network is under development, with a pilot expected by mid-year and a fully deployed system by early 1988. The system will link Mack's widely dispersed U.S. dealers and distributors to process new truck orders, parts inquiries, and warranty information.

The new communications system relies on protocol conversion and the store-and-forward capabilities of MARK 3000™ Service as well as communications services. Mack is responsible for its own PC front-end programming with GE Information Services consulting on the communications interface scripts.

"Mack selected GE Information Services because of our solid organization and track record, our store-and-forward capabilities, and the pursuit of the contract," explains Phil Bayroff, account executive. "Mack also was aware of the similar services we provide to other automotive and heavy-vehicle manufacturers, such as Peugeot, Porsche, Navistar, and Peterbilt."

GE Information Services personnel who contributed to winning the Mack contract includes Ron Mains and Ralph Sacco from SDC and John Summerville, Greg Morton, Benham Malcom, and Kevin Boyne from Rockville. ▲

News Corporation

News Corporation, with operating revenues of $A5.3 billion and net earnings of $A336 million, is one of Australia's largest and most successful multinational companies, with activities focused on the media industry— newspapers, magazines, and television. The company is also active in book publishing, films and records, commercial printing, warehousing, shipping, transport, and oil and gas exploration.

News Corporation comprises three autonomous operating units—News International PLC (U.K.), News America (U.S.), and News Limited (Australia. The company is controlled by senior executives located in New York, London, and Sydney.

Extensive acquisitions, divestitures, and consolidations change the reporting structure of the News Ltd group on a frequent basis. With over 100 locations throughout Australia (a country the size of the United States) and the Pacific, preparing the weekly financial reports for the company directors was a real headache.

Working under very tight deadlines, reports were faxed and telexed to Sydney where a small staff verified and prepared consolidated summaries. The full report—some two inches thick—was then faxed to directors in New York and London. This transmission alone took a secretary over a full day. If a director was in another city, unbeknown to the Sydney office, this could necessitate the retransmission of the report. With all the manual work involved, the report was prone to delays and errors, which were highly visible.

GE Information Services worked closely with the customer to develop and implement an SDC developed application enabling the reporting locations to upload their respective reports using MARK III Foreground. These reports are immediately available to the Sydney head office for validation and possible changes by the system administrator. During this time, reports cannot be listed by company directors. When the administrator has finished checking the reports, the system is reopened, making them available to company directors worldwide. This process now takes less than one day to complete.

Because of the sensitive nature of the financial data disseminated in the reports, News Ltd required extensive security and logging. Access to reports is restricted by user-ids controlled by the Sydney system administrator. XMODEM can also be used during the report uploading to ensure data integrity.

This application was field tested in June and became operational in July, receiving positive acceptance from both the users and management. Improvements include increased accuracy, timeliness, and easier reporting. News Ltd is now working on the development of a universal reporting format for their

Australia-Pacific operations. The reporting system just implemented is only the first step towards the creation of a standardized Mark III based reporting and consolidation system.

The size and diversity of News Ltd make it a very significant and strategic account for GE Information Services in Australia. It is expected that this application will provide the company with the credibility and opportunity to expand our influence within News Corporation and the media industry as a whole.

This application was sold by David Heffer with SDC Development by David Miller and Ashley McKertich. ▲

National Westminster Bank

In July, GE Information Services, U.K., was contracted to develop and provide communication services between Westminster National Bank's in-house Custodial Service and its international clients. The contract is the latest in a number of strategic projects in which the company and the bank are involved.

The relationship started four years ago with a contract for the development of an international data base to enable the bank to keep track of all its client relationships. The project was known as Central Information System (CIS). Only the first phase of the three projected phases was implemented due to the changing nature of the bank's business and escalating production costs for the full project. Nevertheless, the expertise shown by personnel assigned to the project and the product range available has ensured that Westminster National Bank include GE Information Services in its requests for tenders for communication related products and services.

The current project will link a DEC VAX in London with the bank's clients in some 30 countries. This connection will enable clients to enter custodial related transactions to the GE network on a 24-hour basis and then have them delivered to the bank's in-house system during the working day. Clients will receive reports and confirmations from the bank via a store and forward mailbox.

The first phase of the project was a separately funded definition study, which was completed within eight weeks of the start decision from the bank. The study, which recommended the broad approach, costs, and time scales, resulted in GE Information Services being awarded the full project.

The next phase, system design, which will produce a detailed specification, is in progress, and the development and installation will be completed by the end of the year.

The system is critical to Westminster National Bank's maintaining its position as the number one bank in the U.K. (and number 12 in the world), since other U.K. clearing banks already offer this service.

Full credit goes to the banking sales support person, Nigel Woodward, who conducted the definition study, and to Dave Nichlson and Ian Maxwell, who are developing the system. ▲

GE Lights Up Golden Gate Bridge

GE Lighting has added the famous twin towers of San Francisco's Golden Gate Bridge to the long list of landmarks it is illuminating.

At the bridge's 50th anniversary celebration in May, Mayor Diane Feinstein flipped a switch turning on GE's high-pressure sodium lamps and illuminating the towers for the first time.

The designer for the lighting project said the GE lamps' efficiency was a major consideration in their selection. Electricity to operate the lamps, mounted in GE luminaires, should cost the city only about $8 an evening, according to the designer.

Other well-known landmarks with GE lighting include London Bridge and Harrod's Department Store in London; Trevi Fountain, Rome; Arc de Triomphe, Louvre Museum, and Cartier Jewelry in Paris; Koenig Castle, West Germany; Christ the Redeemer Statue in Rio de Janeiro, Brazil; Bosporus Bridge, Istanbul; and the Statue of Liberty, The Alamo, and Rockefeller Center in the U.S. ▲

Mark Feldman
Dallas

Can you tell me about Symbolic Logon?

It is a new MARK*NET™ access capability, currently in field test, that allows clients to use an alphanumeric or numeric symbol instead of our standard log-on sequence. The format of our standard log-on string is:

USERNUM,
PASSWORD,
PROJECTID,
RID

However, with the use of the Symbolic Logon Support System (SLSS) the client can now enter a 4 to 18 character alphanumeric log-on (first character must be an alpha and the symbol cannot assume the format of a standard MARK III user number) or a 1 to 18 digit numeric only log-on that could represent part of or the complete log-on string. The symbol must represent at least the user number and comma. The password, project id, and RID can be represented in the symbol, but need not be included. This allows clients to establish the level of security that they deem appropriate. An example of Symbolic Logon use:

George Smith has the user number 4DY28900, with a password of SILVER, uses a project id of GEORGE.SMITH, and has a RID of 12345. The Symbolic Logon can look like the below.

Symbol	Logon String
GEORGE	4DY28900,
PROJECT.1.14	4DY28900,SILVER
PENWOODROAD	4DY28900,SILVER,GEORGE.SMITH
12345	4DY28900,SILVER,GEORGE.SMITH,12345

The symbol and its log-on string (limited to 80 characters) are in the SYSI library on MARK III. The client is given administrative capabilities that will allow him to add, list, and change symbols and the log-on string. More features are available, such as fixed and default fields, in the Advance Release User's Guide, OLOS number 3918.44. This 24-page user's guide will provide the information you require in order to know the product and to sell it.

The Final Price Approval (FPA) is still in circulation, so no commercial prices have been established as of yet. There is no charge for the use of SLSS during the field test.

Each symbol in SLSS is unique, so only one GEORGE and one PROJECT.1.14 can exist. Keeping that in mind it is understandable that a client could be concerned with security. However, the intent of SLSS is to add a feature to our product that will enable us to compete more effectively in the VAN arena. It may also be of interest to European clients that are currently using the X.121 address scheme of 15 digits. The user's guide and the supplemental agreement both stress that this service bypasses our standard security procedures.

Currently the service requires a "SYMBOLIC LOGON FIELD TEST SUPPLEMENT TO MARK*NET SERVICE AGREEMENT." You can obtain a copy of the supplement from:

Lawrence I. Larkin
Asynchronous Products Manager
GE Information Services
401 N. Washington St., MN3U
Rockville, MD 20850
Dial comm 8*273-4455
or
(301) 340-4455
QUIK-COMM System address:
LARKIN

The commercial release is scheduled for fiscal week 45. Contacts, other than Larry, include Jim Gilbert of Client Services, who can be reached at (800) 638- 8730 or via the QUIK-COMM system (address: MDSS). John

Wittenberg, Network Based Services Deployment and Certification, is coordinating the field test and can be reached at Dial Comm 8*273-4463 or via the QUIK-COMM system (address: WITTEN).

Mike Ellenby
Melbourne

I wish to find out more about LinkMaster, what it does and who handles the account.

LinkMaster™ is a new service on MARK*NET that allows our clients to download IBM PC software packages to their hard disks. The system utilizes PhoneWare™ software service. This software acts as a key to the software that the client has downloaded. Once downloaded the software cannot be used until the client connects to LinkMaster again and receives the rest of the software. This usually takes 15 to 30 seconds. The client can now use the software on a PC for several hours or up to a day.

There is a one-time subscription fee, other charges include the connect charges to download and the short log-on to enable the client to run the software. The connect charges can run from $8.00 to $24.00 per hour, depending on the time of day, access location, and baud rate. When the client logs onto LinkMaster in order to unlock the software he is charged approximately $0.25. Future plans include making LinkMaster accessible through international countries that have deregulated and are expanding to MARK III. The Account Executive is Louis P. Abadie. For further information you can call Louis at (305) 274-2098 or contact him via the QUIK-COMM system (address: ABADIE).

Phyllis Verma
Arlington

The new QUIK-COMM price schedule (July 1, 1987) has charges for Intrazone and Interzone. What are those zones?

A description of the zones is available on line in REFBOOK and also in the QK11 file ZONES. That should help you to identify the specific countries associated with intrazone and interzone. Primarily for a U.S. validated QUIK-COMM catalog, the client will be charged for Sending Charges if he sends only to another address in the U.S. So, how does the system know where the other address is? By the cost center associated with the user number to which the QUIK- COMM address is assigned. The receiving address is considered intrazone when the receiving address has a cost center associated with Canada, Mexico, or Puerto Rico or if the receiving QUIK-COMM address must by regulation use the Public Data Network (PDN) to access the QUIK-COMM system. The interzone countries are broken down in the same manner as those in Inter-Zone Premium Adders in the Teleprocessing Services price schedule (i.e. Europe, Pacific, and Mid-East). The specific countries are in the price schedule, with the most recently added countries in the ZONES file on QK11.

John O'Keefe
Boston

Do we have any DOS to MVS conversion programs on MARK 3000?

Yes we do, but the conversion program is limited in how many lines of JCL or COBOL it can convert. The estimates range from 65% to 95%, depending on the code. The program is SYS2.DOSC.LOAD and arrangements for the conversion should be made through Sales Development.

Wouter Burger
Amsterdam

What has happened to Artemis on MARK 3000?

The company that provided that NSS author package, Metier Management Systems cancelled service on April 10, 1987. You can find information on cancelled NSS authors in a QK11 file NSSBOOK.

A lot of questions have come in to Fast*Fax concerning clients, their account reps, locations, and catalogs. If you have similar questions ask Fast*Fax. I have all the latest client lists.

Thanks go to Chris Hogan,who read the last SPECTRUM issue and responded to my request for boiler plates. I now have copies of those boiler plates for QUIK-COMM, PCMailbox, and Bulletin Board. If anyone wants a copy please let me know. ▲

STATE SIDE

The following articles are part of a series on the Safety and Security Program for GE Information Services employees in the U.S.

Worker's Compensation

The Worker's Compensation laws provide reimbursement for expenses from accidental personal injury or illness arising out of and in the course of employment. To comply with state and federal Worker's Compensation laws in the U.S., employees must report any on-the-job accidents to their immediate managers as soon as possible. Employees should report accidents even if the only apparent injuries are minor and do not require medical attention, just in case future complications arise.

If a Worker's Compensation claim is denied, employees should submit their medical bills to the appropriate health insurance company for evaluation and reimbursement.

Accident reports must be made immediately—in some U.S. states within 48 hours of the accident—even if medical bills have not yet been received. Prompt accident reports enable government agencies to determine whether or not claims can be compensated. Such determinations are made by state bureaus of Worker's Compensation.

Accident reports must be submitted on state forms, Employers First Report of Injury (FS-1). Forms vary from state to state but include basically the same information, so convention allows the forms to be used interchangeably as long as the state in which the employee works is noted. The FS-1 must be forwarded immediately to the appropriate Human Resources Manager, and a copy must be sent to the Manager of Safety and Security (Rockville). The employee forwards all subsequent medical bills to the HRM, who relays both the FS-1 and the bills to the claims adjuster.

When an employee is absent because of a work-related injury or illness, that fact should be noted on the time card. In such cases, managers should monitor the employee's progress and keep the HRM informed. All lost-time accidents in the U.S., with specifics about actual days lost, **must** be reported to the Manager of Safety and Security (Rockville), who is responsible for satisfying state and federal reporting requirements on time lost due to accidents. ▲

Sexual Harassment

A new policy has been approved which formally establishes the position of GE Information Services on the subject of sexual harassment. It is the intention of the company through this policy to maintain an environment free of sexual harassment—one that protects the dignity of the individual and preserves the professional integrity of work relationships. It is important that employees and managers understand their rights and their responsibilities under this policy.

Sexual harassment is a form of sex discrimination and is therefore illegal in the U.S. under the Civil Rights Act of 1964. The U.S. Supreme Court has identified two forms of sexual harassment—one which involves the conditioning of employment benefits on sexual favors and a second type which, while not affecting economic benefits, creates a hostile or offensive working environment.

Sexual harassment may take the form of requests for sexual favors, comments, nonverbal gestures, or physical actions of a sexual nature which are unwelcome and unwanted.

While this legislation does not apply to employees outside of the U.S., the policy is based on sound business practices and is equally applicable to all GE Information Services employees.

Policy 7-39 defines sexual harassment and sets up the procedures for reporting, investigating, and resolving such complaints. While the definitions of sexual harassment seem simple, the topic almost certainly leads to questions.

Most people understand that requiring or soliciting sexual favors for employment favors is a clear cut example of sexual harassment. What concerns many people is those areas which are more subtle. "How do you know the difference between kidding around and sexual harassment?" The answer is that there is no sure way to know.

"Since there are no quick answers to what constitutes sexual harassment, a simple test is to ask yourself if

you or your family would be embarrassed to see your remarks or behavior described in the newspaper," says Dorothy Hevey, EEO Specialist.

Because of the wide range of standards of conduct, what one person may consider harmless, another may find very offensive. Clearly, if a person is told that his/her language or behavior is offensive, this message should be heeded and not challenged. It should be kept in mind, however, that although conveying this reaction to the offender is usually advisable, the offended party is not required to do so. Neither is the employee required to report such behavior for it to be considered sexual harassment.

There may be instances when an employee is reluctant for a variety of reasons to be direct in telling someone that his/her conduct is offensive. In such a case, the employee should request that a member of management intercede.

Any employee who feels that he or she has been subjected to sexual harassment is encouraged to report such claims to either the immediate manager, the second tier manager, the Human Resources Manager, or Dorothy Hevey, EEO Specialist. Under the provisions of the policy, claims will be investigated objectively and will be treated with confidentiality. The company fully recognizes that such claims are sensitive and serious and that personal harm may result from false or exaggerated claims. For this reason, employees are requested to act responsibly in reporting claims.

Appropriate disciplinary action will be taken by the company when facts substantiate sexual harassment. Similar action will be taken against employees who intentionally make false claims. There may, however, be situations when actual proof of claims is not obtainable, and it becomes one person's word against another's. An employee faced with reporting such an instance should have no reservations about discussing the situation confidentially with the Human Resources Manager or the EEO Specialist.

By formalizing this policy, the company has demonstrated its intention to provide a productive, professional work environment and to reinforce the right of employees to be treated with respect by both their coworkers and their managers. ▲

MILESTONES

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

20 Years

Elizabeth A. Smith
Rockville, MD, U.S.

15 Years

Joseph J. Bublik
Cleveland, OH, U.S.

Sara L. Hinden
Rockville, MD, U.S.

Charles L. Wilson
Boston, MA, U.S.

10 Years

Andries Bakker
Amsterdam,
The Netherlands

Ginette Carroll
Toronto, Canada

Rudolfo Hernandez
Rockville, MD, U.S.

Nicholas J. Keilen
Rockville, MD, U.S.

10 Years (con't)

Michael Kostrzewa
Rockville, MD, U.S.

Frits Luchsinger
Amsterdam,
The Netherlands

Cornelius Moses
Rockville, MD, U.S.

Paul G. Rohrdanz
Berkeley, CA, U.S.

Dovard L. Ross
Los Angeles, CA, U.S.

Sharon F. Sandstrom
Rockville, MD, U.S.

5 Years

Benjamin Abarbanel
Rockville, MD, U.S.

Steven P. Korn
Rockville, MD, U.S.

Bonnie P. Tincknell
Berkeley, CA, U.S.

OOPS

In the story about the Enichem contract that appeared in the July/August issue of SPECTRUM, a pesky comma crept into the text so that we reported that "users can access the system from 3,270 workstations." What was intended was, of course, IBM 3270 workstations. To our best knowledge, there aren't 3,270 users of the Enichem system—but some day there could be. ▲

INDUSTRY BRIEFS

Chase Manhattan now offers a home banking service available through home computers with modems. It allows preauthorized transfers between customer accounts and their accounts at other institutions via the automated clearing house.

In its second win over QUOTRON since QUOTRON was acquired by CITICORP in June 1986, **ADP** will develop a customized quote service for Shearson Lehman Brothers Inc. to include 10,000 terminals and 300 branch locations. Shearson is said to generate 10 percent of QUOTRON business.

With 24-hour trading fast becoming a global financial reality, banks, brokers, and other securities dealers are rapidly moving closer to a common computer format for identifying the issues they trace. A 12-digit code known as the International Security Numbering System (ISIN) is likely to become standard and replace CUSIP (ANSI Standard 1967) as U.S. insurers market securities abroad.

U.S. Securities Industry Association study shows a dramatic rise in foreign investments in U.S. bond and equity markets. The association will expand operations to London this fall in hopes of quickening the evolution of the global financial services market.

International trade in securities is based by a range of restrictive barriers despite the much vaunted globalization of the market in recent years, according to a study by the **OECD**. The study, which looks at the securities market from the perspective of international efforts to liberalize trade in services, argues that in many cases the barriers are not intended to restrict freedoms but arise because of regulatory systems of individual countries.

British Airways announced a $120 million joint venture between the airline, its subsidiary, Travicom, and KLM, SWISSAIR, and COVIA, a United Airlines subsidiary, for computerized reservations, business, and information systems.

Lufthansa, Air France, Iberia, and **SAS** awarded a contract to **IBM** for their reservation system, AMADEUS, and plan to invest $300 million in the project. **Texas Air** will provide the software for $15 million and customize it for the European market for $15 million more.

Computer Sciences Corporation (CSC) received a $22 million subcontract for software support from Bendix Field Engineering, a subsidiary of Allied-Signal Aerospace Company, who won a $348 million contract from NASA to provide network, mission, and operations support at the NASA Flight Center.

EDS beat **UNISYS** in the Stock Point ADP Replacement (SPAR) contract to install IBM mainframes and 150,000 PCs throughout U.S. Navy Operations. SPAR will upgrade the Navy logistics computer network, replacing Burroughs equipment and systems at 50 major supply installations worldwide.

The prices corporations pay for cash management services increased 4.5% between 1986 and 1987. Corporations paying with compensating balances saw a 35.2% increase. The price index reached 205.8 in January 1987 up from 198.0 in 1986. ▲

GE Selects AT&T To Expand Telecommunications Network

GE has chosen AT&T to design, build, and maintain a private telecommunications network that integrates voice and data services among more than 700 locations. Valued at more than $300 million over the five-year life of the agreement, the contract is one of the largest telecommunications contracts ever signed.

Called the GE Telecommunications Network (GETN), the system will upgrade and expand the company's DAIL-COMM telephone network. GETN will combine voice, video, and high-speed data transmission into a single network of digital lines.

According to Stanley Welland, manager of corporate telecommunications, GETN will provide GE reduced costs for voice transmissions, a single point of contact for network management, improved recovery capabilities, and opportunity for future development.

"We selected the network design that would allow maximum use of advanced communications technology and give us the most cost-effective and efficient network," says Stanley Welland. "The new voice/data network utility will provide GE's operating components with a high quality network unequaled by our competitors."

The new all-digital voice network is expected to be completed by the second quarter of 1988. ▲

NEW AND REVISED DOCUMENTATION

Pub No.	Rev Let.	Publication Title	New/ Rev.	Date Pub'd
402.01	V	Publications Price List, May 1, 1987	Rev.,	8718
800.53-1	A	Global Support Services, Schedule A to Enhanced Client Support Services Supplement	Rev.,	8728
910.46		Computer Technology in Sales and Marketing brochure	New,	8711
910.48	-	Passport to the World Brochure	New,	6/87
900.76		SDC Success Story #4, Electronic Order Transmission System - National Yellow Pages Service Association (NYPSA)	New,	8723
900.77	-	SDC Success Story #5, Wang VS to QUIK-COMM Interface	New,	8726
900.78	-	SDC Success Story #6, Customized Forms - Chrysler	New,	8733
900.79	-	SDC Success Story #7, QUIK-COMM to SYSM Electronic Mail Link - Continental Grain	New,	8735
1010.12	-	GE Employee Purchase of Computer Products	New,	8/87
1389.01-1	A	The BUSINESSTALK System User's Guide for the IBM Personal Computer	Rev.,	8720
1401.01	G	Teleprocessing Services International Access Directory, July-September 1987	Rev.,	8725
2001.01-2	J	Teleprocessing Service Price Schedule Supplement	New,	8720
3107.04	-	FCMF77 System Routines Product Profile	New,	8724
3410.98	E	The GE QUIK*NET System, QUIK-COMM Address Directory, July 1987	Rev.,	8731
3410.119-1	-	The QUIK-COMM System Guide for DISOSS Users	New,	8730
3410.119-2	-	The QUIK-COMM System, QUIK-COMM to DISOSS Service Installation, Administration & Troubleshooting Guide	New,	8730
3410.121	-	Supplement to QUIK-COMM System Service	New,	8729
3410.121-1	-	Attachment A to Supplement for QUIK-COMM System Service	New,	8729
3501.42	-	MARK III Service SNA APPC Product Profile	New,	8732
3502.16	-	ADM System Supplementary Application Catalog Group File Sharing	New,	8730
3918.09	J	MARK*NET Access Directory, July-October	Rev.,	8725
3918.24	D	MARK*NET SNA/SDLC User's Guide	Rev.,	8734
3918.41	-	MARK*NET Asynchronous-to-3270 Protocol Conversion Product Profile	New,	8733
3918.44	-	MARK*NET Symbolic Logon Advance Release User's Guide	New,	8731
5070.26-1	C	The EDI*T System: Installation and Operations Guide (for V2.3)	Rev.,	8733
5070.43	A	Supplement for EDI*EXPRESS System QUIK-COMM System Service	Rev.,	8730
5070.57	A	The EDI*T System Product Profile	Rev.,	8732
5070.59-1	-	The EDI*PC System Getting Started (This and the Following for V4.02)	Rev.,	8732
5070.59-2	-	EDI*PC Special Key Chart	Rev.,	8732
5070.59-3	-	The EDI*PC System Daily Activities Chart	Rev.,	7/87
5070.59-4	-	The EDI*PC System Tutorial	Rev.,	8732
5070.59-5	-	The EDI*PC System: Document Entry Guide for ANSX12-1986 Documents	Rev.,	8732
5070.59-6	-	The EDI*PC System: Document Entry Guide for dpANSX12-1984 Documents	Rev.,	8732
5070.59-7	-	The EDI*PC System: Book of Codes for ANSX12-1986 Documents	Rev.,	8732
5070.59-8	-	The EDI*PC System: Book of Codes for dpANSX12-1984 Documents	Rev.,	8732
5070.59-9	-	The EDI*PC System: Sending, Retrieving, Printing Your Documents	Rev.,	8732
5070.59-10	-	The EDI*PC System: Retrieving and Understanding Your Reports	New,	8732
5070.59-11	-	The EDI*PC System: Maintaining Your EDI System	New,	8732
5070.59-23	-	The EDI*PC System: User Documentation Supplement	New,	8732
5070.62	-	A Guideline to Trading Partner Conferences	New,	6/87
5070.68	-	ACS Electronic Data Interchange EDI/36 and EDI/38 Information Sheet	New,	8/87

parting shot

INFOTALK SPORTS A NEW LOOK

Introducing a sleek new InfoTalk. Not only does it have a new grille and hood ornament, it also has a more powerful engine and better gauges.

The InfoTalk screen has been honed down to a more manageable nine icons. Four libraries—Technical, Micro Info, Competitive Info, and InfoTalk Contents—together with five bulletin

boards—The Exchange, Products & Services, Employee Information, About InfoTalk, and Sales Successes—provide employees with a wide variety of pertinent information. From Refbook to the Transport Program, product demos to product descriptions, sales hints to sales success stories, GE Information Services employees can find it all in one stop on InfoTalk.

The new InfoTalk Contents library makes the system easier to use. Users can find the location of items of interest by simply searching on a key word. InfoTalk responds with the path or address of all pertinent documents/files within the InfoTalk system.

More and more, InfoTalk is becoming the best place to start a search for information. Data availability is becoming more current and more robust. And InfoTalk is becoming more broadly used throughout the company, with almost 50 percent of usage outside the U.S.

Look for more about InfoTalk and its commercial version, BusinessTalk, in the next SPECTRUM. ▲