



DODGE

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

May 27, 1974
305.10

Let Your Fingers Do the Talking

An exciting new service extension, GE's Telephone Information Processing (TIP), will soon be available to all customers. As demonstrated during the Spring zone tour, TIP turns almost any telephone into a data input device with verbal response for verification.

Regardless of a company's current method of gathering data from geographically dispersed locations, TIP offers a superior alternative.

- Speed — information collected at the source can be available where it is needed as soon as a phone call is completed.
- Error Reduction — human-to-computer interaction with verbal confirmation of data entered eliminates the error susceptibility that is built into most other data gathering methods.
- Cost — TIP's cost is extremely low. Don't forget that a company is probably incurring costs that they are unaware of; for example, special telephone charges, time and effort in supplying the data and in receiving, recording and verifying it.
- Availability — almost anywhere in the U.S. that a phone exists, data can be entered.
- Computer-Synthesized Voice Capability — used to ask questions, verify information received and provide information via telephone. Provides a flexibility similar to having someone on the other end of the phone, but without the cost and without the human error element.
- Ease of Use — the "terminal," a 12-key TouchTone* or rotary dial phone with adapter, is familiar to everyone. Almost no training in the use of this service is required for the end user.

*Trademark of the Bell System.

All Systems "GO"

"We've learned a lot from the field test," reports Harlan Dodge, project manager-service plans. "First, there is no question but that TIP is a viable product with a very large market potential; second, customer feedback has resulted in even further tailoring of the product to human, rather than computer, needs. Third, qualification criteria for customers and applications has been further refined; this will enable the division to target sales efforts for greatest effectiveness, now and for the long run."

On May 21 and 22, the National Training Center was the site of a sales and technical class that produced a cadre of sales and support personnel thoroughly versed in the product. The class included a complete discussion of the product and its market plus the sales and support plan. Hands-on workshops showed how to demonstrate the new product, how to estimate costs, and provided guidelines for developing and implementing applications. In addition, the training of end-users was covered.

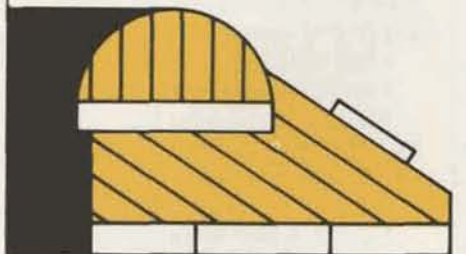
ROPs Required

Initially, sales efforts should be directed mainly toward the order entry, cash consolidation and operating statistics areas — where the greatest growth potential is seen. After a prospect has been qualified, one of the account representatives who attended the TIP class should be called in for follow-up sales work, demonstrations, etc. All sales must be approved through the ROP route and TSO resources assigned for the programming work required.

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For General Electric Employees Only





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Current marketing plans call for further Sales Department training and preparation of sales tools (e.g., brochure and profile, direct mail pieces, etc.) this summer. Then in the fall, sales and advertising activities will be intensified and directed toward selling TIP as an integral part of the total MARK III services.

TIP will be available to all customers in the very near future, following an upgrade of the current voice synthesizing hardware. Watch future issues of UPDATE for more details on GE's newest capability — the only national offering of its kind.

Interchange Corner

In the past few weeks, product support has received many questions about the efficiency and cost of using the sort/merge programs in the MARK III background. Here is some preliminary data about using the fixed length sorts in the sort/merge programs (additional information will be available soon). The information can be used as a guide in your selling efforts.

Four tapes were generated to test the sort/merge capabilities under GCOS. The record format was, in essence, the same for all four input tapes. The record format is as follows:

Tape #1: 40 characters per record, and 20,000 records

Field 1: 16 character fill
Field 2: 6 digit sequence number
Field 3: 18 character fill

Tape #2: 80 characters per record, and 20,000 records

Field 1: 16 character fill
Field 2: 6 digit sequence number
Field 3: 58 character fill

Tape #3: 200 characters per record, and 20,000 records

Field 1: 16 character fill
Field 2: 6 digit sequence number
Field 3: 178 character fill

Tape #4: 200 characters per record, and 100,000 records

Field 1: 16 character fill
Field 2: 6 digit sequence number
Field 3: 178 character fill

The sorts run on the tapes were also run at varying core allocations to determine the maximum core for the minimum cost to run the sorts. The graphs show the four different tapes being sorted at varying core sizes. The two items shown on each graph are the same sort being run using tapes or scratch disc as the intermediate collation files. The core sizes went from 16K to 32K in 4K increments.

For the size of the sorts run, using disc as the intermediate storage (collation) medium is more economical.

An example of a sort/merge macro is as follows:

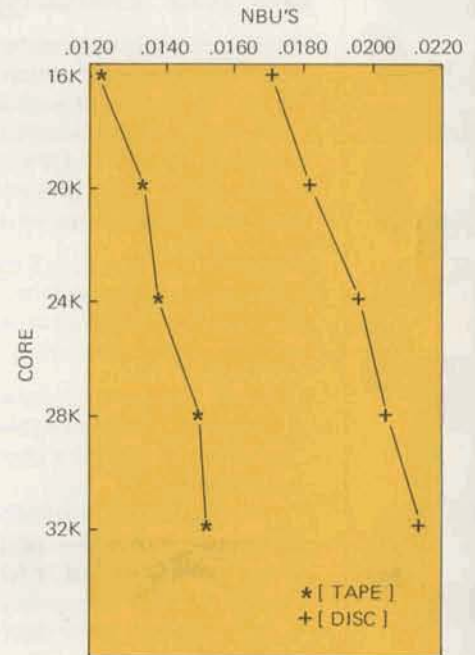
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$ :GMAP
:600SM
: SORT INOUT
: FIELD (W1,C16,C6)
: SEQ (D3)
: ELECT 1
: FILCB INOUT,♦♦,2,,,1,35
: END
  
```

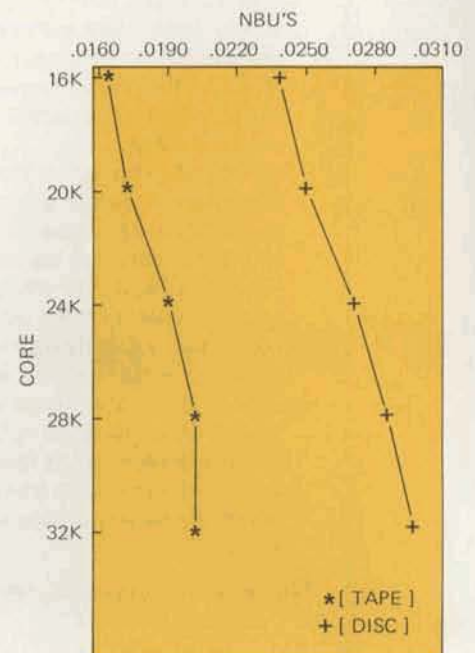
The number "35" in the FILCB is the number of words per record plus one for the record control word. This is a fixed length sort, which runs about 20% less expensive than using the variable length sort on records of fixed length. Refer to the sort/merge manual (#2400.01) for further specifics.

If you have further information on the capabilities of sort/merge which you feel might be helpful to the rest of the sales force send the data to product support.

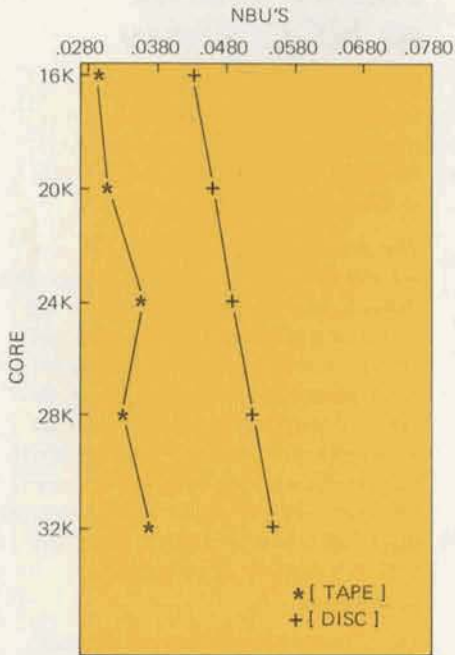
**GCOS SORT/MERGE
40 CHAR PER RECORD
20,000 RECORDS**



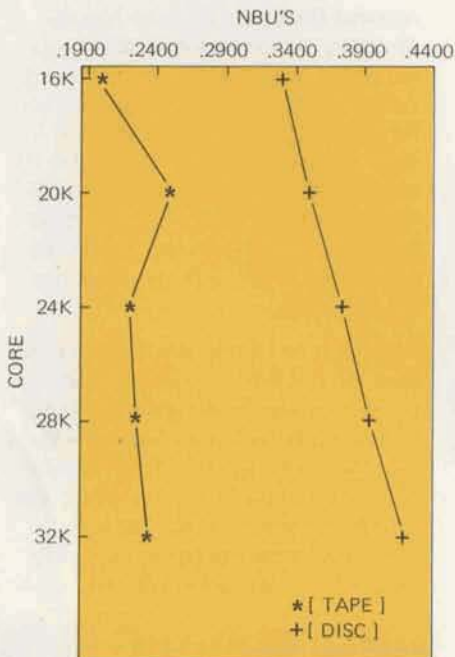
**GCOS SORT/MERGE
80 CHAR PER RECORD
20,000 RECORDS**



GCOS SORT/MERGE
200 CHAR PER RECORD
20,000 RECORDS



GCOS SORT/MERGE
200 CHAR PER RECORD
100,000 RECORDS



MEDINET Moves into Mainstream

Further integration of MEDINET service into the division's standard product line and a reorganization of the MEDINET staff took place in late April.

"MEDINET has demonstrated its potential for success on MARK III," said Paul R. Leadley, Manager - Strategic Planning Operation, in announcing the change. "We are now ready to complete the integration of MEDINET into the main line of the business and to back it with the full resources of the General Electric Company." Under the new structure, MEDINET personnel are organizationally aligned as follows:

- MEDINET development moves to the Technology Operation under Don Montgomery. It is divided into two subsections — investor-owned applications managed by Margaret Holt and standard hospital applications under Dick Bretagne
- MEDINET quality assurance, managed by Ed McPherson, moves to the systems department, managed by Zigi Quastler
- MEDINET business development section, under the direction of Art Sims, continues as a separate organizational entity within the Strategic Planning Operation with overall integration responsibility

The new structure will permit more complete alignment of MEDINET and MARK III technologies, better production control, more flexibility in applying additional resources to serve the MEDINET line — all aimed at providing a new dimension of service to MEDINET customers.

What Others Are Doing

The April issue of *Modern Data* contains news of expansion by two computer service companies.

- Service Bureau Corp.'s CALL/370 service is now available in London via transatlantic cable; plans include availability in Brussels, Paris, the Hague, Stockholm, and Frankfurt by the end of the year.
- A marketing agreement between Tymshare and Data Test Corp. calls for storage of the latter's test software development package on Tymshare's DEC PDP-10.

2741 Users' Note

A recent field test has proven that new hardware and software alterations have eliminated the full-speed input problem with IBM 2741 (9 bit) terminals. Very rapid typists had been encountering some garbling of input.

As there are no operational changes, the current terminal operations cards are still applicable for both the EBCDIC and correspondence code terminals (#331090 and #1118.01, respectively).

Customers who had been adversely affected by this problem should be informed of the change.

AVAILABLE

Available from Westheimer, Fine, Berger & Co. through Network Software Services, a tax shelter analysis package that produces a statement of projected cash flow and tax savings.

Available from MacBeth Color & Photometry Division of Kollmorgen Corp., a color matching and control package in NSS catalog BAQ30.



Headquarters Holds Open House

The new headquarters facility in Rockville was the scene of an open house on May 18. Outside the building, in a 150 foot yellow and white tent, were buffet tables containing a luncheon of international food. Entertainment was provided by a blue grass band, the multimedia exhibit shown at the NCC conference in Chicago, and for the children, a Raggedy Ann clown with her imaginary dog.

Local, state and federal dignitaries, invited for the day of festivities, were given a special tour of the building. Congressman Gude of Maryland said in a short speech, "it's nice to be *anywhere*, just now, where magnetic tapes and information retrieval have a *positive* connotation."

Between noon and three o'clock employees and their guests toured floors 4 through 9 of the Maryland Center and saw computer demonstrations, telephone information processing, 1200 baud, and Zeta plotter.

Chatting during the open house festivities are, left to right, Dr. Thomas A. Vanderslice, Vice President and Group Executive; Don Clark, Equal Opportunity Manager; U.S. Representative Gilbert Gude of Maryland; Dr. George J. Feeney, Vice President and division General Manager.

GE Exhibit Draws Heavy Traffic at NCC Show

Well over two thousand data processing professionals viewed ISBD's multimedia presentation at the recent National Computer Conference held in Chicago's McCormick Place.

The presentation, "Computer Power for the Global Village," was designed to dramatically illustrate the power and scope of the MARK III international data processing network. ISBD's primary objective in participating in this national trade show was to create an awareness within the DP profession of GE's remote computing network and the many ways in which it can improve the productivity and profitability of their companies' data processing operations.

The 2,000+ who visited our exhibit represented well over 10% of the entire show registration — a very respectable percentage in this environment. Those who visited the booth were given copies of the latest LEADER, the new international brochure, the latest access directory and a black plastic luggage tag with a gold mosaic screened on it. Additionally, visitors were invited to fill out literature request cards for more technical data on the MARK III system. Close to three hundred individuals were impressed enough to do just that. These leads will shortly be distributed to the appropriate zones for follow-up.

The result of all this effort was a high level of visibility for GE's remote computing service before an audience of over 20,000 data processing managers and professionals. It also signals the division's belief in its product and its determination to seek out new avenues of promotion, all ultimately designed to help sell MARK III.

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