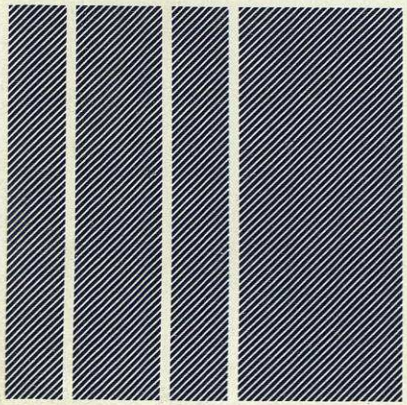
Conference Programme



UK Management Conference

Stratford-upon-Avon

29-31 March 1982

The Butler Cox Foundation

UK Management Conference
Hilton Hotel, Stratford-upon-Avon
29 March - 31 March

Contents

Introduction

A conference for the UK members of the Butler Cox Foundation will be held at the Hilton Hotel, Stratford-upon-Avon between 29 and 31 March 1982. This document describes the overall conference programme that we have organised. It also provides a synopsis of each presentation that will be made and a biography of each speaker.

The purpose of this conference is to enable member organisations to explore recent Foundation research themes. At this conference we shall focus on the management implications of:

Report No. 27 **Developments in videotex**
Report No. 28 **Data networks: user experience**

The conference will consist of two full days of presentations, with the first day being devoted to data networks and the second day being devoted to developments in videotex. Fred Heys and Roger Woolfe, leading members of the research teams for Reports 28 and 27 will make the keynote presentations. Other personnel from Butler Cox & Partners who were involved in the research work for the two reports will also be at the conference, and they will be available to answer any detailed questions about the reports.

From the programme set out in this document you will see that we have arranged for speakers who are managers with significant experience in the fields of data networks and videotex, to participate in the conference. We are confident that the programme will be of value both to senior executives responsible for your organisation's information systems function, and to those with detailed responsibility for the areas covered by the two reports.

Each member organisation is entitled to send up to five delegates to the conference. Each delegate pays only for the accommodation and meals at the Hilton Hotel, and we have arranged a special conference package with the hotel which covers all of these items for the duration of the conference. At the back of this document you will find details of the package and a registration form for the conference. Please complete this form and return it to us as soon as possible.

The Conference Programme

Monday 29 March

1800-1900	Registration	
1930-2000	Cocktail party	
Dinner	No formal arrangements have been made for dinner. The conference package includes table d'hôte dinner at the Hilton Hotel.	

Tuesday 30 March

0830-0900	Registration	
0900-0910	Conference opening	David Butler, Butler Cox & Partners Limited
Session A 0910-1000	**Data networks: key issues**	Fred Heys, Butler Cox & Partners Limited
Session B 1000-1100	**Formulating a communications strategy**	Ian Dewis, BL Systems
1100-1130	Coffee	
Session C 1130-1230	**Local area networks: an assessment**	David Flint, Butler Cox & Partners Limited
1230-1400	Lunch	
	Case studies: Network alternatives	
Session D 1400-1500	**Case study 1: Public data systems — an assessment**	Paul de Divonne, Compagnie Générale Maritime
1500-1530	Tea	
Session E 1530-1630	**Case study 2: IBM's SNA — an assessment**	Philip Bull, RHM Management Services
Session F 1630-1730	**Satellites for data communications**	Michel Gaurier, France-Cables et Radio

Dinner	No formal arrangements have been made for dinner. The conference package includes table d'hôte dinner at the Hilton Hotel.	
	Wednesday 31 March	
Session G 0900-0945	**Developments in videotex: key issues**	Roger Woolfe, Butler Cox & Partners Limited
Session H 0945-1045	**Prestel: the changing strategy**	Frank Burgess, Prestel
1045-1115	Coffee	
Session I 1115-1215	**Private viewdata systems**	Michael Aldrich, Rediffusion Computers Limited
1215-1345	Lunch	
	Case studies: Developments in videotex	
Session J 1345-1430	**Case study 1: Videotex in the travel industry**	Ron Booth, Association of British Travel Agents
Session K 1430-1515	**Case study 2: A variety of applications**	Rob Marsden, Howson-Algraphy
1515-1545	Tea	
Session L 1545-1645	**The German experience**	Heinrich Merz, Deutsche Bundespost
Session M 1645-1730	**Case study 3: An alternative view**	David O'Malley, Debenhams Limited
1730-1745	Conference conclusion	David Butler, Butler Cox & Partners Limited

Session A Tuesday 30 March: 0910-1000
Data networks: key issues

Fred Heys Butler Cox & Partners Limited

In this session, Fred Heys will examine the rapidly changing scene for data networks. It is not long since data communications consisted of a telephone line and a couple of modems linking a terminal to a computer. The data link was devoted to a single application and there was no need to switch the terminal between different computers. But users' requirements are developing quickly as the computing power per unit cost of both data processing and office equipment increases. Multi-purpose terminals need to be linked to several systems for a variety of applications. Computing is distributed between a number of dispersed processors. Equipment of different types, supplied by several vendors, need to communicate with each other and to have access to shared printers and files.

These changes in need are being matched by an increasing range of data communications products and services. Public networks dedicated to data and text traffic now supplement the facilities provided by the traditional telephone network. Private data transmission is catered for by data facilities on PABXs, by the proprietary network architecture products of the major computer suppliers, and by local area networks devoted to data traffic.

The data communications manager is now faced by increasingly complex networks, with many users, and by a wide range of options in how he can implement the network. He is also faced by more complex problems in providing and managing the data communication facility in his organisation.

During this session, the key issues facing the data communications manager will be reviewed and the respective merits of the various solutions open to him will be compared. In particular, the session will draw on the experience of existing users of the different data network products and services.

Fred Heys is a Senior Consultant with Butler Cox & Partners, specialising in new product and marketing strategy studies. He has been project leader on a study of future developments in office communications systems and networks for British Telecom and has worked on other projects concerned with data communications and office automation.

Within the company's Videotex Research Unit, he has led the teams working on International Standards (Report No. 2) and on Private and In-House Systems (Report No. 6). He has also been involved with individual client studies of videotex, and has spoken at a number of seminars and conferences.

He has a degree in Electrical Engineering from the University of Manchester and is a full member of the Operational Research Society.

Fred Heys entered the field of computers in 1957. After a year's post graduate research, he joined De Havilland Propellers as a systems analyst working on an integrated data processing system at their main factory.

In 1962, he returned to university to lecture on data processing and operational research at U.M.I.S.T. He joined the Operational Research Department of Standard Telephones and Cables Limited in 1969, as a senior consultant, becoming manager of the department in 1971. In 1974 he transferred to the Marketing Directorate of STC to work on various new product and marketing strategy studies. One of the new product proposals was for STC to become a supplier of viewdata terminals and he was made project manager responsible for implementing the proposal.

Session B Tuesday 30 March: 1000-1100
Formulating a communications strategy

Ian Dewis BL Systems Limited

In this session, Dr Ian Dewis will discuss the need for a company to develop and adhere to a communications strategy. He will supplement his general discussion by specific references on progress-to-date within his own organisation. He will contend that communications in the information systems context can be broken down into three categories:-

1. The simple electrical medium which is used to transmit signals.

2. The electrical standards needed to enable simple electrical linking to be implemented. This is termed "interlinking".

3. The higher level protocols necessary for devices to be able to communicate in a meaningful way. This is termed "interworking".

The problem in the information systems world is that interlinking and interworking standards tend to be set by manufacturers to cover their own products and BLSL has a sub-set of the problem. Equipment compatible with the communication standards set by IBM and Digital Equipment Corporation represent a large proportion of the installed base of information systems equipment. Providing there is a similar standardisation on office systems and providing users follow the BLSL Procurement Policy, this sub-set will continue.

BLSL has recently adopted an "Information Communications Strategy" which, together with "Processing" and "Data" strategies, forms the basis of an Information Utility to meet the business needs of BLSL and its customers. It covers all types of information which need to be transmitted, including data, text, image and speech. The strategy has been split into two overlapping phases, one based on analogue transmission, the other on digital transmission.

The session will describe the strategy, its major conclusions and the actions being taken to ensure adherence to its recommendations and will stress the need for all companies, large or small, to take similar action.

Ian Dewis graduated in Electrical Engineering in 1967 and a year later gained an M.Sc. in Information and Systems Engineering at the University of Birmingham. He continued his research in the field of Information Communication by studying inter-computer links, gaining a Ph.D. in 1971.

His next four years were spent as Senior Scientific Officer at the Division of Computer Science, UK National Physical Laboratory, where his responsibilities included the development of a pilot link between the NPL Data Communications Network and the Post Office Experimental Packet Switched Service. In 1975, he joined the British Steel Corporation as Chief Technical Officer, Data Communications where he project managed the design and development of the BSC Data Communications Network and its subsequent enhancements.

Dr. Dewis joined BL Systems in 1979 as Manager, Advanced Communication Systems, where his responsibilities included the development of long term strategies for BL in the field of information communication. He also managed pilot projects in areas such as networking, viewdata and electronic messaging. He is currently Manager, Communications Development.

He is author of about 40 published papers on computer networks, packet switching software and information communication and has written a chapter of a book on computer networks. He is a Chartered Engineer, a Member of the Institution of Electrical Engineers and of the Telecommunications Managers' Association and a past Chairman of the British Computer Society's Specialist Group on Data Communication.

Session C Tuesday 30 March: 1130-1230
Local area networks: an assessment

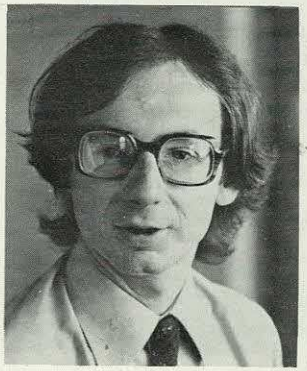
David Flint Butler Cox & Partners Limited

In this session David Flint will examine one of the major technological developments which is likely to change the shape of an organisation's telecommunications environment. These developments in local area networks have attracted a great deal of interest over the last two years, with conferences, magazine articles, rapid standardisation activity and acrimonious arguments between the proponents of rings and buses, baseband and broadband. There are now a wide variety of products announced, perhaps as many as 100, some of which have been in service for many years whilst others hardly exist at all.

Many of the claims made for LANs are spurious: misleading in some cases and seriously premature in others. Yet local area networks do provide remarkable functionality for their price and have, in some cases, actually saved money for their users or allowed them to achieve other objectives.

David Flint will place LANs in relation to the changing patterns of business communications identified by Foundation research. He will argue that a LAN is best defined as a network providing a common, high speed, digital channel to attached computers throughout a building or extended site. So defined the LAN is well-matched to the emerging pattern of office and factory communication.

The existence of LANs is already changing the ways in which designers think about systems architecture. During the next few years users must understand their opportunities: new options in hardware location and cost saving through resource sharing.



David Flint is a consultant with Butler Cox & Partners specialising in information management and communications.

After taking a B.Sc. in Chemistry at Imperial College, London, he did research in physical chemistry at the University of East Anglia.

From 1972 to 1977 he was with the Post Office Data Processing Service. During this period his experience included programming, systems analysis and design, equipment evaluation, feasibility studies and implementation. He played a leading role in the development of new accounting, billing, and management information systems for the international telegraph service and was promoted to team leader in 1974. He also served on the Data Administration Group where he worked on data standardisation and the integration of customer service systems.

In 1975 he joined the BCS's Working Party on job control language and has made a major contribution to its work. He is the author of a number of papers on the subject and contributed to the group's book, now in press.

After joining Butler Cox & Partners in January 1979 David Flint worked as principal investigator and author on the Foundation Report "Future Trends in Database Management Systems". He has continued this interest through research and consultancy.

He was also author of the Foundation Report on Electronic Mail and of surveys of the US market for 2-way business communications and the European market for local area networks. He is the author of a paper on the American experience of modern communications systems.

Session D Tuesday 30 March: 1400-1500
Case study 1: Public data systems: an assessment

Paul de Divonne Compagnie Générale Maritime

Shipping companies nowadays operate extensive containerized services that make it compulsory to look for flexible, safe, efficient and low-cost telecommunications.

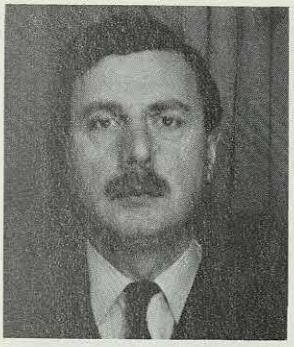
In this field, the CGM corporate plans include inland industrial area coverage as well as links with CGM overseas agents and foreign associated companies.

Value added networks — the switched packet network approach rather than the present operation of dedicated lines — seem a realistic answer to such needs. This facility is now provided by most European telephone authorities, for instance, the French TRANSPAC service.

Additionally, in 1979, CII-HB announced its correlated DSA, a distributed systems architecture. By that time, CGM decided to move from its star network to a mesh network in order to take advantage of all these new standards.

In this session, the reasons for the move, the various functions and their present status will be summarized.

The session will examine the advantageous cost comparisons and also identify the reasons for delays in DSA implementation particularly the network control problems. Increased levels of security are now made possible. A special extension of the value added network TRANSPAC will allow remote telex stations to be used as low cost terminals and with time, these innovations will become reality.



Paul de Divonne started his user-oriented career as a systems consultant at Messageries Maritimes in 1971.

As a result of a merger with the French Line, he became, in 1975, a Technical Adviser of the newly created Data Processing Division of the state owned Compagnie Générale Maritime.

He is responsible for the long-range planning of telecommunications products, and network design and new services. He is also in charge of the network implementation and its daily operations.

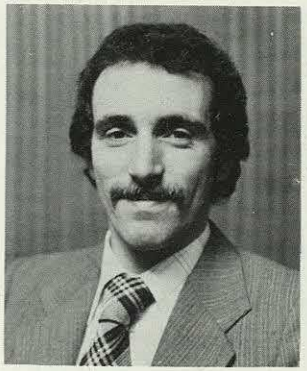
Prior D.P. experience was first acquired with the Gamma 60 team of the Compagnie des Machines Bull and subsequently as a senior systems analyst with the French Burroughs subsidiary.

Session E Tuesday 30 March: 1530-1630
Case study 2: IBM's SNA: an assessment

Phil Bull Rank Hovis McDougall

During this session Phil Bull will present, from a management point of view, some of the technical and operational difficulties associated with the support of large terminal networks, with particular reference to the problem of incompatibility in access methods and hardware. The limitations and complexities of such networks caused RHM to make a significant investment in the implementation of Systems Network Architecture (SNA).

Experiences during and after the implementation will be discussed and an evaluation made of the major operational costs. The benefits of SNA will be assessed in relation to the RHM environment and consideration given to the future development of SNA together with potential software offerings from IBM and its competitors.



Phil Bull joined RHM Management Services' IBM bureau in 1970 having previously worked with Elliott and English Electric machines. He has been closely involved with their teleprocessing network as a Systems Programmer and Consultant since 1974 during which time the number of telecommunication lines has increased from one to over one hundred and fifty.

He has carried out a number of consultancy assignments within Europe on behalf of RHM clients, specialising in programmable front-end processors, packet switching, and networks. This has included involvement with Euronet, PSS, and the Spanish packet switching service.

During the last two years he has supervised the planning and installation of an SNA network supporting an extensive distributed processing service based on Computer Automation minicomputers. He is currently Systems Programming Manager for RHM and is responsible for systems and teleprocessing software on IBM and ICL machines.

Session F Tuesday 30 March: 1630-1730
Satellites for data communications

In this session, Mr Gaurier will identify the new business opportunities arising as a new generation of telecommunication systems approaches maturity. These digital transmission satellite systems, will provide corporations with a "small dish" telecommunication service within relatively limited geographical areas.

The American Satellite Business System was the first to offer such a sophisticated domestic service to large companies. Europe is not lagging far behind the US: the EUTELSAT E.C.S. system and the French Telecom 1 system will be operational very soon.

Telecom 1 will provide intra-company digital circuits, on a switched basis, at speeds ranging from 2.4 kbit/s to 2 Mbit/s, by the beginning of 1984. This leaves only two years for future users to adapt themselves to the drastic changes which such new opportunities will bring about.

It is possible that for the first time in the history of Electronics, a new sophisticated system is capable of exploitation by management rather than "specialists". The wide range of new applications made possible by such satellite systems will drastically change — and improve — the life of the multi-plant corporation:

— visioconferencing is being standardized at the European level after the work of the EVE group,

— high-speed file transfer will permit, among other things, the transfer of A0 size plans, press facsimile or high resolution colour pictures in a few minutes,

— the connection of high capacity local area networks, and of future Multi-service PABX's, will make the "office of the future" concept a reality,

— the specificity of satellite systems will make it possible to transmit information simultaneously from one point to an unlimited number of receiving points.

The first generation satellite systems are paving the way to future Integrated Services Networks.

Michel Gaurier France-Cables et Radio

Michel Gaurier has been working with the France-Cables et Radio Group since 1976. This corporation, a subsidiary of the French Telecommunication Administration, has long been involved in submarine telecommunications cable laying and management, as well as consulting in all fields related to international telecommunications.

In a recent move toward increased domestic activities, France-Cables et Radio has become a leading consultant, operator and marketer of new telecommunications services, such as message switching, electronic mailbox, audiograph teleconference, high-speed facsimile service.

As one of its major activities, France-Cables et Radio is in charge of implementing and commercializing the Telecom 1 Program, the French Satellite Digital Transmission system.

During recent years, Mr Gaurier has played a key role in the implementation of France-Cables et Radio's teleconferencing product strategy. He introduced the French audiographic concept into the United States. He is now the Marketing Manager of the Telecom 1 program.

Prior to being with France-Cables et Radio he was the head of the Le Havre Word Trade Centre project.

Mr Gaurier graduated from the Ecole Superieure des Sciences Economiques et Commerciales in Paris, and from Indiana University (USA) with an M.B.A. in 1970.

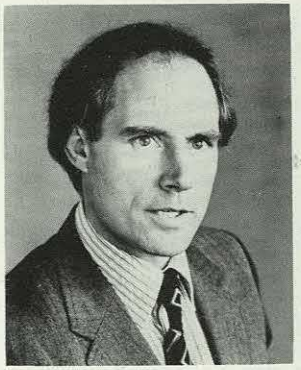
Session G Wednesday 31 March: 0900-0945
Developments in videotex: key issues

Roger Woolfe Butler Cox & Partners Limited

The aim of this session is to summarise the key findings of Foundation Report No. 27, on developments in videotex. The report provides Foundation members with advice on what the role of videotex should be in relation to an organisation's information processing strategy.

Videotex, or viewdata as it has been called, is a fast-developing field of information technology. Four years ago videotex was little more than a curiosity. Today it would be described as a healthy infant industry — still immature, but growing fast. A recent development that has been particularly striking is the growth of interest in private videotex systems for corporate use — both as a means of providing internal communications, and as a way of disseminating information to, and collecting information from, the customer. This development is bringing videotex increasingly into the domains of the management services and data processing departments of companies that rely on computer systems for their day-to-day operations.

This session will consider the key issues which arise from these developments and will provide the context against which the other sessions on the day can be evaluated.



Roger Woolfe is a partner and senior member of Butler Cox's staff specialising in multi-national research.

He was project leader for Butler Cox's two multi-client studies concerned with the impact of videotex in the United States and Europe in 1978 and 1979 respectively, and now heads the team producing the international Videotex Report Series.

His background includes many years in the precision electro-mechanical engineering industry, with roles in computer systems development, internal consultancy and line management. Later he worked with an international computer consultancy engaged on a variety of assignments, and as the Operations Manager for the Diebold Research Program-Europe with responsibility for planning and disseminating all its research work throughout Europe.

Roger Woolfe has contributed to seminars and courses and written a number of articles on various aspects of computing. He is the author of the Butler Cox Foundation reports on viewdata and display word processors. He holds a B.Sc. and a D.I.C. from Imperial College and is a Member of the Institute of Production Engineers.

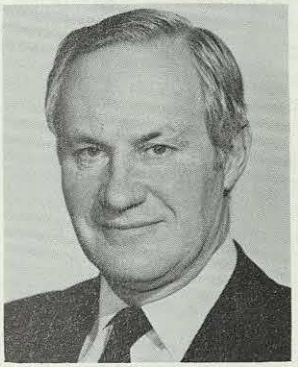
Session H Wednesday 31 March: 0945-1045
Prestel: the changing strategy

Frank Burgess British Telecom

Although it is only 3 years since Prestel was launched as a public service, a videotex industry has clearly been created. Success for Prestel though remains illusive.

The original strategy that: TV industry could and would market Prestel; IPs would generate captivating information services; a large market existed for low cost information purchased incrementally; and that the service would sell itself, was wrong. The revised strategy that: numerous business markets existed for low cost information; individual business markets would exhibit rapid growth without intensive marketing on Prestel's part; entrepreneurial IPs would appear to make sectors take off, and that Prestel should stay out of IP and set provision and private systems, confining itself to data transport, has not produced at the speed required.

In this session Frank Burgess will review the present state of Prestel, its new products, Gateway, messaging, interactive capability, Picture Prestel, etc., in the light of the next stage of Prestel's strategy. The strategic options currently being progressed concentrate on four points: the creation and marketing of high value managed databases, i.e. moving into information provision; cutting back on the 'common carrier' bureau service; introduction of transaction processing as a basis of a residential service, and the exploitation of the various communication networks to create a highly competitive viewdata transport service.



Frank Burgess is currently General Manager of Prestel. He was appointed to Prestel in 1978 at the start of the market trial and was initially responsible for the establishment of the Service Division which dealt with the management of the database, publicity and regulatory issues. He assumed control for all marketing activities, including liaison with the TV and equipment manufacturing industries, for Prestel UK, in April 1980. With the integration of the international and national services in July 1981 he is now responsible for all aspects of Prestel, the World Viewdata Service.

He joined British Telecom in 1968 spending some years on telephone and telex tariffs, and monopoly issues. Prior to 1968 he served in the Royal Navy and had such appointments as Commander (Flying) on an Aircraft Carrier and as Captain of a Fleet Destroyer before retiring to start his second career.

Session I Wednesday 31 March: 1115-1215
Private viewdata systems

Michael Aldrich Rediffusion Computers Limited

Private videotex is defined as non-public service videotex for use both within an organisation for information dissemination, information processing, transactional and educational services and externally by an organisation for communication with customers, agents, distributors and suppliers.

Videotex is defined as the first, new universally acceptable, participatory communications medium since the invention of the telephone. In this session Michael Aldrich will cite a variety of examples of current private usage.

Michael J. Aldrich is Managing Director and Chief Executive Officer of Rediffusion Computers Limited.

He graduated from University in 1962 and has spent his entire career in the computer industry. During that career he has been involved in every aspect of computing from design to marketing, and is the author of over 70 papers and articles on information technology. He has lectured worldwide.

Michael Aldrich is a professional member of the British Computer Society and an adviser to the Prime Minister on information technology.

Session J Wednesday 31 March: 1345-1430
Case study 1: Videotex in the travel industry

Ron Booth Association of British Travel Agents

In this session Ron Booth will examine the role that developments in videotex will play in the automation of the travel industry. Because of the need to communicate both with the principals in the United Kingdom and around the world and with the clients, the travel industry is probably the branch of commerce which will 'break the barriers' in attaining total automation for both principal and agent in the short to medium term.

The need for total automation in the travel agents office, makes a stand-alone computer mandatory. The trade association, ABTA, has financed the development of a complete front and back office administration programme to control all the functions of a travel agents' day-to-day workload. Within this strategy there is a need for an intelligent terminal to automate and facilitate easier access to the principals' computers, for distributed processing and for the same terminal to be connected to the agents own stand-alone computer.

Such an intelligent terminal will give the ability to access all known communication networks: the Public Switched Packet Data Network (X25), giving access to Videotex Prestel, Gateway, Private Viewdata and the many principals mainframes. In addition to access to the normal telephone network access to the emerging Integrated Services Digital Network is considered mandatory, when System X or other digital exchanges are operational.

The intelligent terminal will also allow the development of common formatting for the various areas of travel and holiday reservations, for example, through multi-access switches. The ability to access the airlines, tour operators, hotels and other principals mainframes directly for reservation procedures already exists.

Other emerging facilities such as electronic mail, teletext, electronic funds transfer, facsimile transmission and telesoftware will play an important part in the development of an industry that positively needs to communicate.

It is against this context of development that Ron Booth will evaluate the developments of videotex in his industry.

Ron Booth is the Chairman of the Association of British Travel Agents (ABTA) Automation Committee and an acknowledged European expert in computerisation for the travel agent.

He started his own business in 1951 and is now the proprietor of four retail travel offices on Merseyside. He has been a member of the Retail Council of ABTA for 8½ years, a member of technology committees within ABTA for 11 years and Chairman of the EEC Travel Associations Working Party on Technology for 3 years.

Session K Wednesday 31 March: 1430-1515
Case study 2: A variety of applications

Rob Marsden Howson-Algraphy

Howson-Algraphy started investigating viewdata during 1979, when it was felt that it might impinge on the business of supplying the printing industry. Since that time, it has become apparent that viewdata is more of a help to the company than a hindrance.

In August 1980 delivery was taken of an Incotel private viewdata system. The first application for this system was to support the company's products at IPEX 80, the international exhibition of the printing industry. The success of this short-lived application paved the way for the use of the system in the company as a whole, and on 1st December of that year the first true application went live, naturally enough, run by the company's information department.

Other applications soon followed with user departments taking responsibility for their own data bases. In this respect the system followed the example of Prestel and set up users as information providers in their own right.

As one of the first users of private viewdata, the department soon established a reputation and others wishing to sample the technology began to ask advice and use the system on a bureau basis. This service is seen as a way for those wishing to use viewdata to 'dip their toes in' without too great a commitment in the early days when cost justification may be difficult.

The use of viewdata at Howson-Algraphy has grown to such an extent that servicing includes some 350 registered users with 2 Incotel systems and an ICL Bulletin system run on the mainframe.

A number of factors have come to light during the development phase. In particular, viewdata is an excellent low cost network but must be regarded as essentially 'low grade'. Another factor that has been observed when adopting the information provider approach is that the information providers become possessive with their information and this has to be combatted by a suitable charging structure to reduce the frame rental on open access frames. Above all it has proved that the worst enemy of viewdata is the dp department.

Rob Marsden joined Howson-Algraphy in 1976 as Co-ordinator of On-line Systems, taking special responsibility for the user interface of on-line systems. Prior to this he had spent 13 years in both computer hardware and software and in particular the period from 1972 until he joined Howson-Algraphy was spent in working on remote terminal emulation software.

Rob Marsden has had special responsibility for the introduction of viewdata into Howson-Algraphy over the last 3 years and is now working as a consultant in this field. His involvement with micro-systems in commercial environments has led to a combination of these with viewdata to help ease the user interface. He is particularly interested in the interface between computer systems and the lay user.

Session L Wednesday 31 March: 1545-1645
The German experience

Heinrich Merz Deutsche Bundespost

The Deutsche Bundepost started public Bildschirmtext (Interactive Videotex) field trials in June 1980 in the cities of Düsseldorf and Berlin, giving 3000 subscribers in each town the possibility to participate. Both field trials are conducted with GEC computers 4082 in double configuration. The software is based on the Prestel software but modified to meet the German requirements. A functional software enhancement allows the interconnection of external computers owned by information providers. This feature makes it possible to connect the private customer through his local Bildschirmtext centre to external computers of mail order companies, banks, travel agencies, etc., thus enabling him to carry through orders, money transfers and travel bookings from his terminal at home.

The Deutsche Bundespost intends to introduce the Bildschirmtext service on a nation-wide scale on the basis of the CEPT-standard from autumn 1983 onward. To provide the necessary hardware and software, it had organized a competition of firms and subsequently awarded the contract for the initial construction stage to IBM. In this session, Mr Merz will present the new concept, with particular reference to the facilities, hardware configuration, data bank system, computer networking and strategy.

Heinrich Merz studied electrical engineering at the Technical University in Stuttgart.

He joined the Deutsche Bundespost in 1958. Since 1965 he has been a member of the telecommunication engineering centre in Darmstadt. He was engaged in developments in the sector of international signalling and switching systems.

In 1975 he was appointed head of the EDP Application Planning and Programming department. Since April 1980 he has been head of the department for text and data services in the telecommunication engineering centre.

Session M Wednesday 31 March: 1645-1730
Case study 3: An alternative view

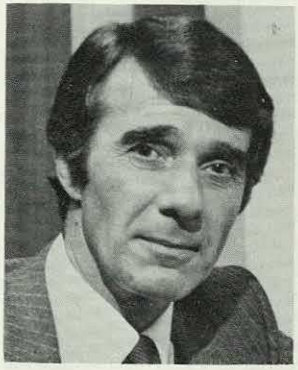
David O'Malley Debenhams Limited

In this session, David O'Malley will propound some potentially controversial opinions on viewdata.

The invention of viewdata offered the promise of the most significant ever breakthrough in computer communications. Instead, however, the new infant industry seems to be heading into a depressing cul-de-sac without either purpose or profit.

David O'Malley will argue that this situation has arisen from fundamental confusions about the nature of the invention itself, which has led to the pursuit of misguided objectives. Viewdata's fantastic potential is still achievable, but only if we re-think.

Developments at Debenhams have perceived Viewdata as an extension of normal data processing objectives. Their own independently developed private system — "Viewbase" — will be used (hopefully!) to illustrate the main themes, and to discuss progress and plans.



David O'Malley graduated from Liverpool University in 1961 and has spent the last twenty years in Data Processing, with Girling, Armour, Ciba-Geigy and the Burton Group before joining Debenhams.

The last ten years have been spent in retailing with the special characteristic of combining management services with a wide administrative responsibility. For the last four years he has run the Administration and Computer Centre for Debenhams Limited, and is Managing Director of the newly established Debenhams Interactive Systems Company.

see over for registration details

Registration for the conference

To register for the conference please complete the form opposite and return it to Butler Cox & Partners Limited, preferably by Friday 12 March.

We will acknowledge receipt of each registration.

Accommodation

The conference is to be held at the Hilton Hotel, Stratford-upon-Avon. We have negotiated an accommodation package on behalf of conference delegates which includes accommodation and all meals from the evening of 29 March to the end of the conference on the 31 March.

The total cost of the accommodation package is £114.00 (including VAT). This amount (together with any additional charges incurred by the delegate) should be paid direct to the Hilton Hotel at the end of the conference.

Companions

We have also made arrangements for husbands or wives accompanying delegates to the conference. The cost of the companion's package, which covers shared accommodation, breakfast and dinner for the duration of the conference will be £96.00 (including VAT). This amount should also be paid direct to the Hilton Hotel.

Companions are invited to join the delegates as the guests of Butler Cox & Partners for the cocktail party on 29 March and for lunch on 30 and 31 March.

In addition, if there is sufficient demand, we will ensure that a programme of activities is organised for companions.

Registration form

Please register me for the management conference and book hotel accommodation on my behalf to cover the period commencing in the evening of 29 March and ending after tea on 31 March 1982.

I understand that if this booking is not cancelled on or before 22 March, any resulting costs incurred by Butler Cox & Partners Limited will be invoiced to my organisation.

Member Organisation _____

Delegate Name _____

Position _____

Address _____

_____

_____

_____

_____

Telephone _____

Telex _____

I will be accompanied by: _____

_____

_____

Please book the companion's package on his/her behalf.

Signature _____

Please return this form to:

Gill Drummond
Butler Cox Foundation
Morley House
26-30 Holborn Viaduct
London EC1A 2BP

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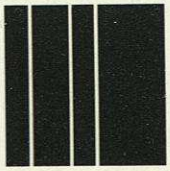

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