

BUTLER COX FOUNDATION MANAGEMENT CONFERENCE

April 19-20 1978

The Tower Hotel, London

The aim of the conference is to explore the management policy issues arising in four important areas of concern in data processing:

- data base management systems
- the use of micros
- hardware maintenance
- the social effect of computer systems.

WEDNESDAY APRIL 19

09.00 - 10.00 New Directions in the Application of Data Processing
P M R Hermon

The Management Services Director of Britain's national airline faces all the technical, managerial and social problems to be discussed at the conference. Because of the scale of his operation the size of the problem also increases. In this keynote presentation Mr Hermon describes his own policy priorities in the resolution of these problems.

Peter Hermon is Management Services Director of British Airways, and he also serves on the main board. He is a member of the board of International Aeradio and a Fellow of the BCS.

10.00 - 10.30 COFFEE

10.30 - 11.30 The Future for DBMS
D Butler

Data base management systems have now been with us for the best part of a decade. For many users they still represent an area of investment where the returns are highly questionable. The revolution in DBMS always seems to be just around the corner. What are the prospects for an imminent improvement in their cost/performance?

David Butler is Chairman of Butler Cox & Partners Ltd, the independent consultancy specialising in computers, telecommunications and office automation.

11.30 - 12.30 The Threat of Micros on Programming Standards
M Healey

Will the advent of the cheap and potentially ubiquitous microprocessor lead to a debasement of programming standards at the hands of the amateur programmer? Since Professor Dijkstra first raised this question a heated debate has raged. Dr Healey, an independent consultant specialising in micros, attempts to generate light instead of heat.

Martin Healey is Reader in electrical and electronic engineering at the University of Cardiff. He is the author of several books on computing, control theory and micros, and is a well known lecturer and councillor on the subject of microprocessors.

12.30 - 14.00 LUNCH

14.00 - 15.00 Micros: a South Sea Bubble About to Burst?
I Catt

The microprocessor is a Chinese copy of the 1944 vintage Von Neumann computer. Don't think that you will arrive at an advanced computer architecture by assembling a matrix of them any more than you will expect to build a modern motor car out of an array of horses and carriages.

Ivor Catt is Director of Computer Associative Modules Ltd. Research projects on his inventions concerned with associative processing - involving combining the functions of processor and memory - are continuing at Middlesex Polytechnic and Brunel University.

15.00 - 15.30 TEA

15.30 - 16.30 How will the Micro Effect Established Data Processing?
I M Barron

The microprocessor and related devices are accelerating changes in the structure of data processing. For the user this will mean lower prices and a wider choice as the major computer suppliers come under increasing competitive pressure. It will also mean the opportunity for novel solutions to data processing problems using dedicated microprocessor-based products. However, the inherent stability of the data processing community may prevent it from taking advantage of the technology.

Ian Barron is visiting professor of Computer Science at Westfield College, London, a member of the SRC Computing Science Committee, and a director of Microcomputer Analysis which provides consultancy services on micro-computers. He has been associated with the computer industry for many years, and was the prime mover in the formation of Computer Technology in 1966.

16.30 - 17.30

Distributed Data Bases Complementing Central Data Bases
W Wild

The Swiss Credit Bank operates a large multi-computer network connected to a central computer system. A pilot system with distributed data bases updated locally and by the central system has been running since December 1976. The speaker will explain the system, why it was implemented and what the future plans are.

Wolfgang Wild is Project Leader of Distributed Network Systems at the Swiss Credit Bank. He has been closely concerned with the development of the centralised IMS data base, and with the planning and implementation of remote data bases on Univac hardware in the network.

THURSDAY APRIL 20

9.00 - 10.00

Practical Developments in DBMS: the Supplier's Point of View
H Ellis

DBMS products have made significant progress in the last few years. When ICL chose IDMS as the basis of its DBMS developments it was able to make a careful, mature choice. The speaker will describe how recent DBMS developments have brought important performance gains, and how further improvements will be gained in the near future.

Harry Ellis is ICL's Chief Data Base consultant and has taken a leading role in shaping his company's policy on data base products for the past five years. He has been a pioneer in the use of data analysis and data dictionaries and has lectured on data base related subjects worldwide. He is a Fellow of the BCS, and past council member.

10.00 - 10.30

COFFEE

10.30 - 11.30

DBMS in a Mixed Central and Distributed Environment
B Doouss

The Birds Eye subsidiary of Unilever has a great deal of experience operating distributed minicomputers in its factories and depots which can be connected to the central UCSL data base. The speaker will explain his philosophy of distributed operation without distributed control, and describe his plans for future systems development.

Brian Doouss is the General Manager, Administration and Management Systems for Birds Eye Foods Ltd, where he is responsible for the development of all computing in the company. As well as extensive experience in computing, his career has included senior appointments in production management within Unilever.

11.30 - 12.30

Getting Value for Money in Maintenance
D Royle and K Procter

During the life of a computer system, the customer may well pay more for maintenance service than the initial cost of the equipment. Yet most users never seek alternative quotations for expenditure of this magnitude. Their assessment of their needs and their maintenance performance can at best be subjective. The Chairman of a maintenance company explores the maintenance myths in an effort to alert users to alternatives offered by competitive bidding.

Derek Royle is Deputy Chairman of the Computer World Trade (CWT) group of companies which is a subsidiary of International Aeradio Ltd. He has been continuously involved in computer maintenance since 1954, first with the English Electric Leo and ICL field organisations and later with Computer Field Maintenance (CFM) Ltd, which he established as an independent maintenance company in 1969.

Karl Procter is General Manager of CFM's Large Systems Division. He was formerly with DPCE and has specialised for many years in the area of services to major IBM installations.

12.30 - 14.00

LUNCH

14.00 - 15.00 Work Motivation in the Automated Office
L King Taylor

Since the pioneering work of Herzberg the task of motivating staff through improved job satisfaction has been recognised as a key area for management improvement. The author of two widely acclaimed books describing current developments in this area, who is also well known as a consultant and lecturer, explains how she perceives the task for management.

Lynda King Taylor is one of the UK's authorities on job enrichment and motivation. She is a senior associate of the Work Research Unit, Managing Director of LKT Manpower Services, and has worked with numerous international companies including Ford, ICI and Barrow Hepburn.

15.00 - 15.30 TEA

15.30 - 16.30 The Social Impact of Information Systems
N Foy

There is increasing recognition that computer technology must be applied responsibly unless it is to provoke resistance and reaction from workers and managers. How can the requirement of a business for efficient operations be reconciled with the legitimate demands of the workers? A distinguished computer journalist now turned academic addresses this problem.

Nancy Foy is a research fellow at the Oxford Centre for Management Studies, where she is involved with the future of management education. She is better known to computer people as a consultant and journalist: she was European Editor for Datamation, and is the author of 'The IBM World' and co-author of 'University Presidents and Organisational Change' and (with the president of Volvo) 'People at Work'.

16.30 - 17.30 Collective Strength and the Development of Computing
I Benson

Trade unions have become increasingly important to the future of the computer industry and the well-being of its staff. The spread of collective bargaining, the vast expansion in labour legislation and the development of tripartite economic planning have all been part of this process.

The speaker will describe the growing debate amongst trade unionists on policy towards the computer.

Ian Benson is Divisional Organiser, AUEW (TASS). He is the AUEW (TASS) Officer for the computer industry and Chairman of the NEDC Computer Manpower Committee.

List of Participants

BOC	Mr R Tester Mr J Ducker
Burmah Oil	Mr L Nutman
Grandmet	Mr J A Corner Mr L F Green Mr D J Steele
ITT	Mr J A C King Mr P J Benstead
Plessey	Mr D G Holloway Mr G Cochran Mr W B Deller
Post Office	Mr L T Lee
RHM	Mr J A Hobbs Mr J M Playfer Mr G H Topple
Rowntree Mackintosh	Mr F T Smith Mr D J Fearnley
Spillers	Mr B Gladwin
STC	Mr I Herbert Mr T J White Mr K Hegley Mr T O'Regan Mr R Wills
Thomson Organisation	Mr R Kiln
Turner & Newall	Mr W R Bloor Mr R N Gleed Mr G Calverley Mr D R Dale Mr M L Syers Mr C J Hill
United Biscuits	Mr D Bastin Mr D E McGuinness Mr J Potts
Vickers	Mr D Thompson
Weir Group	Mr R G Codd Mr A H Howden

Speakers

Mr P M R Hermon
Mr M Healey
Mr I Catt
Mr I M Barron
Mr W Wild
Mr H Ellis
Mr B Doouss
Mr D Royle
Mr K Procter
Ms L King Taylor
Ms N Foy
Mr I Benson

Butler Cox & Partners
Staff

Mr D Butler
Mr G E Cox
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Mr P Appleby