

The Butler Cox
Foundation **US★81**
Study Tour.



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1981 USA Study Tour

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Introduction

As part of the 1981 Butler Cox Foundation programme we have organised a study tour of the United States of America. It will assemble on 27 September, finishing on the evening of 8 October. This study tour is additional to the regular programme of reports, conferences and other activities that make up the Foundation programme. It has been planned as a result of requests made to us by a number of Foundation members following the short but highly successful study tour that took place in May 1979.

This document describes the programme of visits that has been organised, and provides the information that we believe that you will need in order to decide how best to participate in the study tour. The document also includes a registration form that is to be used to register for the tour.

We have endeavoured to assemble a range of visits and presentations that reflect the overall interests of senior managers and directors responsible for planning future information systems. All presentations that take place during the tour will be addressed to the interests and concerns of this level of audience.

During the tour, delegates will hear from vendors, users and academics. As you will see from the following pages, the visits that take place will span almost the complete range of information systems technology.

We believe that this study tour offers members an unrivalled opportunity to hear, examine and debate the views of a number of leading American vendors, users and academics in the field of information systems. We are sure that the tour will prove to be both informative and stimulating to those individuals that participate and subsequently of great benefit to the organisations that they represent.

Introduction

Inevitably, we have to place some limit on the size of the party if it is to be manageable – both from our own point of view and from that of the organisations that will be hosting the party. In our view, the following procedure for allocating places on the tour is one that is fair to all Foundation members:

Each member organisation is guaranteed one place on the tour, providing their registration form and the study tour fee are received by Butler Cox and Partners Limited by 30 June 1981.

Any places remaining available on 1 July will be offered to those organisations that have requested a second place. These will be allocated strictly in accordance with the date on which the registration forms are received at Butler Cox & Partners Limited in London. Once all requests for second places have been fulfilled, requests for a third place will be dealt with in the same way.

Clearly, if you intend to request additional places on the tour, you need to send your forms to us as soon as possible.

In any case, it would be helpful to our planning if we could receive your registrations at the earliest possible date and preferably by the end of May.

Summary of the Programme

Sunday 27 September	Afternoon	<i>Assemble in Boston, Massachusetts</i>
	Evening	Reception
Monday 28 September	All day	Visit to Wang Laboratories Inc.
Tuesday 29 September	Morning	Presentations by Computer Corporation of America
	Afternoon	Presentations by Digital Equipment Corporation
Wednesday 30 September	All day	Visit to Massachusetts Institute of Technology
	Evening	<i>Fly to San Francisco</i>
Thursday 1 October	Morning	Visit to Intel Corporation
	Afternoon	Visit to Ford Aerospace and Communications Corporation
Friday 2 October	All day	Visit to Hewlett Packard Company
Monday 5 October	All day	Visit to Amdahl Corporation
Tuesday 6 October	Morning	Visit to Rolm Corporation
	Afternoon	Programme to be finalised
Wednesday 7 October	All day	Visit to International Business Machines Inc.
Thursday 8 October	Morning	<i>Fly to Los Angeles</i>
	Morning	Visit to Lexar and LBCI
	Afternoon	Visit to Delphi Communications Corporation
	Evening	Study tour dinner
The programme may be subject to detail changes		

Description of the Visits

Below is a brief description of the intended scope of each of the visits and presentations that will take place during the study tour. Between now (March 1981) and the tour, the agenda for each visit will be defined in detail. Delegates will be provided with a detailed agenda approximately two months before the tour commences. At that stage delegates will be invited to table any relevant questions that they would like to be addressed during a particular visit. We will pass these on to the appropriate organisation.

28 September **Wang Laboratories Inc.**

The day will be spent at Wang's headquarters in Lowell. It will consist of a series of presentations and discussions focusing on the following issues:

Wang's overall strategy in the data processing and office automation marketplaces.

Wang's experiences in introducing automation to their own administrative functions.

Forthcoming developments in the scope of their product range and in its integration.

Additionally, there will be opportunities to tour part of the production facilities at Lowell, and to see demonstrations of their product range (hopefully including equipment and facilities not yet available in Europe, and some of which take Wang into new aspects of office automation).

Description of the Visits

29 September **Computer Corporation of America**

During the morning of the 29th, CCA will provide presentations covering the following topics:

Electronic message systems: Two users of CCA's Comet system will describe their experiences with the system. One of these users will review the issues concerned with starting an electronic message service. The second (a longstanding user) will explain how they have exploited the potential of an electronic message service and have achieved a payback.

Future directions: CCA will explain how they plan to link their electronic message system with other existing and planned products, in order to progressively build an integrated range of facilities.

29 September **Digital Equipment Corporation**

During the afternoon of the 29th, Digital will make presentations covering the following topics:

DEC's own approach to introducing automation within their own administrative functions. In particular they will focus on the role of central office automation groups and on the role of user management and local MIS departments. They will also review the mix of skills and experience that they have found it necessary to assemble in their central group in order to be effective.

DEC's product strategy in the office automation marketplace. In particular they will explain how they plan to integrate office automation functions with data processing. They will explain how they expect both the multi-function workstation and local area networks to emerge.

Description of the Visits

30 September **Massachusetts Institute of Technology**

The day at MIT will cover several aspects of systems technology and its applications. It will include:

The work of Professor Nicholas Negroponte and his Architecture Machine Group. Following Professor Negroponte's presentation at the Torquay Management Conference (held in January 1981), delegates will have the opportunity both to hear more about the scope and direction of his group's work, and to experience at first-hand some of the applications that he mentioned in his presentation.

A presentation by Michael Scott Morton that will examine the emerging role of decision support systems, illustrated by reference to a number of case studies that examine both the nature of these systems and the benefits that are derived from them. Michael Scott Morton is Professor of Management Science and Assistant Dean, Sloan School of Management.

A presentation by Hoo-Min Toong, Assistant Professor of Management Science and Computer Science, Sloan School of Management. Mr Toong is concerned with investigating new methodologies for the design and application of advance computer technology to data-base developments, distributed networks and next-generation computer structures. During his presentation he will explain these methodologies and the system architectures which are emerging as a result of their use.

Description of the Visits

1 October **Intel Corporation**

The tour will spend the morning of 1 October at Intel. During the morning Intel will provide presentations that cover the following topics:

The history of the microcomputer industry and the part that Intel has played in it.

The main thrust(s) of Intel's development plans for the 1980's. This will show how the present range of products will be developed into three families, concerned respectively with micro, mini and mainframe processors.

The directions that Intel believe that applications of their products will take during the next decade.

The part that a microprocessor manufacturer has to play in solving the emerging 'software crisis'.

1 October **Ford Aerospace and Communications Corporation**

The study tour will spend the afternoon of 1 October at FACC.

During the visit to FACC, the delegates will hear about Ford Aerospace's approach to system development. The visit will cover the following:

The way in which they organise software engineering and the key policies that control and guide system development.

The development methods in use at FACC today, and why and how they have been adopted or created.

The tools that FACC use in support of their chosen development methods.

A demonstration of the way in which Ford use the Unix development support system.

Description of the Visits

2 October **Hewlett Packard Company**

Hewlett Packard will spend the day discussing their views of the computer system marketplace and their strategic approaches to addressing customer needs during the 1980s. Specific areas for discussion will include:

The company's business strategy for commercial, technical and personal computers.

Strategy for office systems.

Telecommunication strategy related to distribution processing and database management.

Peripherals strategy.

There will also be small group discussions related to the following subjects:

Business graphics.

Manufacturing automation.

Advanced printing techniques.

Description of the Visits

5 October **Amdahl Corporation**

The day at Amdahl will consist of a mixture of presentations and tours.

The presentations will cover the following areas of interest:

Amdahl's future strategy in the mainframe marketplace.

Amdahl's view of the future role of mainframe computers (and in particular, large mainframes).

Amdahl's products and plans in the field of system development aids and in particular Unix.

The scope of each tour is yet to be finalised. They will cover some or all of the following: product design; the construction of Amdahl's products; the Amdahl data centre.

Description of the Visits

6 October **Rolm Corporation**

We have arranged for delegates to meet with and visit Rolm Corporation during the morning of the 6th.

For the first part of the morning delegates will hear presentations from senior Rolm staff. These will be concerned both with the future developments of Rolm's voice communication products and also with Rolm's approach to integrating voice data and text within the office environment.

Delegates will then have the opportunity to tour part of the assembly line on which Rolm telecommunications products are manufactured. This production facility is noted for highly innovative production methods.

Description of the Visits

7 October **International Business Machines Inc.**

The visit to IBM will last between one and one and a half days and will cover several of their establishments.

Presentations covering the following aspects of data processing are planned:

- Data management issues including relational databases and data dictionaries.

- Information retrieval systems and query languages (with emphasis on large systems).

- Projected industry trends in the database, data dictionary and information retrieval fields.

- Approaches to providing high reliability systems that enable uninterrupted operation.

- Future trends in distributed data processing with emphasis on distributed databases and on personal computing.

There will be an opportunity to tour the Santa Theresa laboratory which is one of the largest software development facilities in the world. Also planned is a tour of the San Jose mass storage plant and laboratory.

It is hoped that there will also be presentations covering IBM's approach to, and future product in, the field of office automation. Firm plans in this area will be announced at a later date.

Description of the Visits

8 October **Lexar and LBCI**

During the morning of 8 October presentations will be given by Lexar and LBCI. These two organisations are largely the products of Citibank's pioneering work in office automation.

Lexar, recently acquired by United Technology Corporation, is about to enter the PBX marketplace. Their presentations to the delegates will cover:

The place of the Lexar PBX in United Technology's overall business strategy. A primary concern of UTC is the provision of building facilities such as air conditioning, elevators and so on).

The facilities that the PBX is intended to provide and, in particular, its intended role as the controller of local area networks.

LBCI supplies the Axxa workstation to Citibank and its customers. Over 100 of these workstations are now installed in Citibank. By reference to case studies, LBCI will explain the diverse ways in which the workstations are used. They will also give their views on the way that office workstations can be expected to develop in the future and discuss their own plans in this field.

Description of the Visits

8 October **Delphi Communications Corporation and the
Pacific Telephone Company**

On the afternoon of the 8th, we will hear presentations from Delphi Communications Corporation and from one of the first users of the Voicebank telephone answering system – the Pacific Telephone Company.

Delphi will explain:

The progress that has been made with their system over the past two years (since the presentation at the Bristol Management Conference in November 1979) and their future plans for the product, including its extension into future applications.

They will also provide an opportunity for delegates to tour their Los Angeles Voicebank installation and see the system in action.

Bob Jordan of the Pacific Telephone Company will explain the way in which they are using the Voicebank system and give his views on how such a system will play a part in the drive for improved office productivity. He will also explain why he believes that the market for telephone answering services is, as yet, one that is virtually untapped, even in the United States.

Travel and Accommodation

Travel In order to minimise the cost that delegates incur in participating in the study tour, we have negotiated low cost travel arrangements to the United States. *These special arrangements are only available to delegates (and wait-listed delegates) that register before 30 June 1981.*

The travel arrangements are described in detail on page 18 under Package A.

Similar travel arrangements have been made for companions accompanying delegates. Again, these are only available to companions registering before 30 June 1981. They are described under Package AC on page 18.

For delegates registering after 30 June, or for those wishing to make their own travel arrangements to the United States, we have arranged Package B (see page 18 for details).

Package BC is the companions' package for companions registering after 30 June *irrespective of when the delegate registered*. Again, the details are to be found on page 18.

We regret that we are not able to offer variations on the packages described on page 18.

Travel and Accommodation

Accommodation We have made provisional hotel bookings at each of the three locations on which the study tour will be based. These are:

Boston	Hyatt Regency Hotel
San Jose	Hyatt Hotel
Los Angeles	Queen Mary Hotel

Depending upon the final size of our party, it may be necessary for some delegates (those registering latest) to stay at other, but adjacent, hotels.

As we receive each registration we will confirm the hotel reservations for the delegate. Each delegate will be responsible for paying his own hotel bill prior to checking out of each hotel.

Companions We anticipate that some delegates will wish to be accompanied by their wives or husbands. Delegates intending to take a companion are requested to make the appropriate entry on the registration form and to include the appropriate sum (see page 18) to cover travel costs.

Naturally, companions are invited to join the delegates for the reception on 27 September and the Study Tour dinner on 8 October, plus any other social events that are organised between now and the tour itself.

Registration Details

To register for the study tour please complete the registration form overleaf. If you wish to place a second or even third person on the waiting list, please send additional registration forms to us, marking clearly the sequence in which you wish them to be dealt with (ie Firm, 1st wait list, 2nd wait list).

The wait list will be actioned strictly in accordance with the sequence in which we receive registration forms.

If you intend to bring a companion on the tour, please complete the appropriate part of the registration form.

The registration form should be accompanied by a cheque or purchase order to cover the cost of the package that you have selected. Should you be forced to cancel your place between now and the commencement of the study tour, we will return the fee to you, less an amount to cover any expenses that Butler Cox & Partners Limited will unavoidably incur as a result of the cancellation.

A fee must also be included with the registration forms that cover your second or third nominations. The fee will be returned in full should a place not be available.

All registrations will be confirmed upon receipt. Those potential delegates that can be allocated places from the waiting list will be informed by the end of the first week in July. Any waiting-listed people that cannot be allocated a place will be informed that this is the case by the end of July.

Also by the end of July, we will send to each delegate a detailed briefing document. This will include agendas for each day and other relevant information.

If you have any queries concerning the study tour, please contact Linda Richards at our London office.

Registration Details

	Package A	Package B	Package AC	Package BC
The Study Tour Packages				
Coach class flight from London Heathrow to Boston on 27 September aboard TWA 753	★		★	
Coach class flight from Los Angeles to London Heathrow on 9 October aboard TWA 760	★		★	
Coach class air travel in the United States between Boston and San Francisco and San Jose and Los Angeles	★	★	★	★
Ground transfers to hotels during the study tour.	★	★	★	★
Transportation costs incurred in each visit	★	★		
Conference facilities required for some meetings	★	★		
Lunch on those days where this is not provided by a hosting organisation	★	★	★	★
A copy of the Study Tour Report, prepared by Butler Cox and circulated exclusively to participants in the study tour	★	★		
Total Package Cost (net)	£1195	£825	£520	£150

Value Added Tax The net amounts quoted above do not include Value Added Tax. Members in the United Kingdom are liable to pay VAT at 15%. Members outside the United Kingdom are not liable for VAT.



Registration Form

Firm	
Wait-List 1	
Wait-List 2	

Please tick to indicate
priority of registration

Member Organisation _____

Delegate Name _____

Position _____

Address _____

Telephone _____ Telex _____

Please register me for the study tour, making firm hotel and flight
arrangements as indicated below.

	Please tick	Net/Zero Rated	Inc VAT @ 15%, UK only
Package A	<input type="checkbox"/>	£1195.00	£1374.25
Package B	<input type="checkbox"/>	£825.00	£948.75
Package AC	<input type="checkbox"/>	£520.00	£598.00
Package BC	<input type="checkbox"/>	£150.00	£172.50

Total amount payable _____

I enclose a cheque/purchase order for the above amount.

I understand that in the event of my cancelling either my own, or my
companion's registration, I will be liable for any cancellation costs that
may be incurred by Butler Cox & Partners Limited.

Please return this form,
with the study tour fee to:

Linda Richards
Butler Cox & Partners Limited
Morley House
26-30 Holborn Viaduct
London EC1A 2BP

Signature _____



The Butler Cox Foundation

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