



The Butler Cox Foundation
1983 Study Tour.

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Introduction

Following the highly successful Foundation Study Tour to the United States in September 1981, and at the request of many members, we have decided to organise a similar event in 1983. This document describes the tour of Canada and the United States that will take place later this year.

The aim of the tour is to enable delegates both to see at first-hand and to discuss with others some of the advances in information systems likely to have an impact on their organisations over the next few years.

Delegates and companions will travel to Ottawa on 24 September, and the tour will return from San Francisco on 8 October.

The 1983 tour is additional to the regular programme of reports, conferences and other events that make up the Foundation activities. Due to the fact that not all member organisations will be able to participate, the charges made to delegates must meet fully the costs of the tour; it is not being funded in any way from members' regular subscriptions.

Three major centres will be visited: Ottawa in Canada, Denver (Colorado) and Palo Alto (California). The programme of visits has been designed to cover all aspects of information technology with which the Foundation is concerned. The visits and presentations will be of particular interest to senior managers and directors responsible for planning future information systems. All the presentations during the tour will be addressed to the interests and concerns of this level of audience.

From the following pages you will see that the tour delegates will be able to see and hear about, at first-hand, some of the developments at the forefront of information technology. We are confident that those participating in the tour will experience an extremely stimulating and challenging two weeks, and that their organisations will subsequently benefit from the knowledge acquired.

Allocation of places

For practical reasons the number of tour delegates (excluding companions) has to be limited to about 50 (the limit being set by the participation in the tour visits, not by hotel or travel arrangements). Initially, we have allocated delegate places to each country in which the Foundation is active pro rata the number of members in that country. Any places not taken up by the end of April will then be allocated to countries which are over subscribed.

If overall there are more applications than there are places available, the places will be allocated by a simple draw. We regret the possible need to do this, but believe it to be fairer than allocating places on a first-come, first-served basis. You will be notified as soon as possible after the end of April whether this has been necessary.

Any names not selected at this stage will be placed on the reserve list, and will be considered if any delegate should later cancel his or her place on the tour.

Summary of the Programme

Saturday 24 September	Afternoon	<i>Travel to Ottawa, Canada</i>
Sunday 25 September	Evening	<i>Reception</i>
Monday 26 September	Morning	Visit to the Canadian Government's Communications Research Centre
	Afternoon	Visit to Bell-Northern Research's laboratories
Tuesday 27 September	Morning	Presentations by Mitel Corporation
	Afternoon	Presentations by Gandalf Technologies Inc.
Wednesday 28 September	Morning	Presentations by AES Data Limited
	Afternoon	<i>Fly to Denver (Colorado)</i>
Thursday 29 September	Morning	Visit to National Bureau of Standards/Pragmatronics Inc.
	Afternoon	Presentations by Precision Visuals Inc.
Friday 30 September	Morning	Visit to Inmos Corporation
	Afternoon	Visit to Cheyenne Mountain (NORAD)/US Air Force Academy
Monday 3 October	Morning	Visit to Manville Corporation
	Afternoon	Visit to Auto-trol Technology Corporation
		<i>Fly to San Francisco</i>
Tuesday 4 October	Morning	Presentations by Teknowledge Inc.
	Afternoon	Presentations by IntelliGenetics
Wednesday 5 October	All day	Visit to International Business Machines Inc.
Thursday 6 October	Morning	Visit to Osborne Computer Corporation
	Afternoon	Visit to Micro Focus Inc.
Friday 7 October	All day	Visit to Xerox Corporation's Palo Alto Research Center
	Evening	<i>Study Tour dinner</i>
The programme may be subject to detailed changes		

Description of the Visits

In the following pages we set out the intended scope of the study tour visits and presentations. Between now (March 1983) and the tour, the agenda for each visit will be defined in detail, and delegates will be provided with a detailed agenda about two months before the tour commences. At that time delegates will be invited to table any questions they would like to be addressed during a particular visit, and these will be forwarded to the appropriate organisation.

26 September

Canadian Government Department of Communications (DOC)

The tour begins with a visit to the DOC's Communications Research Centre (CRC), where we shall hear about the four office systems field trials in the Office Communications Systems programme. Three of these are major integrated office automation projects using multifunction workstations, and the fourth has tested an electronic filing cabinet application. The project managers from the field trial sites will describe their experiences, explaining the types of networks used, hardware and software implementations, functions available and, most importantly, the reception of the systems by the users working with them.

There will also be presentations about the work of the behavioural research laboratories and the Telidon (videotex) and integrated office automation workstation research efforts. There will also be an opportunity to tour the Telidon research laboratory facility.

26 September

Bell-Northern Research/Northern Telecom

On the afternoon of the 26th Bell-Northern Research and Northern Telecom will make presentations followed by a tour of the Bell-Northern Research central laboratory in Ottawa. The presentations will cover the following topics:

- Open World (open protocol enhanced networks) — Northern Telecom's planning framework for a family of products and services for information management systems based on digital communication controllers.
- Bell-Northern's SL-10 packet switching system, which is now used for data communications in Canada, the United States and Europe.

The laboratory tour will concentrate on communicating office systems and new trends in technology.

Description of the Visits

27 September **Mitel Corporation**

The morning presentations will be made by Mitel, and delegates will hear how the company perceives its role in the emerging electronic office. The day will begin with an overview of Mitel and its business strategy by Dan Smith, vice president of business development.

Jim Mackie, vice president of office technology, will then discuss the strategic direction for information management that Mitel is pursuing. He will focus on how the company will provide new communications services that will integrate peripheral equipment from other vendors, and he will discuss the relationship between local area networks and high-powered PBX systems.

The final session will be given by Steve Alvey, director of peripheral systems integration, who will discuss the practical implications of the way in which the Mitel product line will evolve and will relate to other vendors' equipment.

27 September **Gandalf Technologies Inc.**

During the afternoon, Gandalf Technologies Inc. will make presentations addressing three main areas: networking, the interaction of multiple electronic information resources, and network applications in the office environment. The presentations will include discussions on future developments as well as current technology and products.

Gandalf is a leading supplier of network products, with offices in Canada, the United States and the United Kingdom. Its latest data communications product is Pacxnet, a dynamic and fully integrated networking system.

The presentations will be followed by a demonstration of equipment which will provide delegates with a "hands on" feel for the range and application of Gandalf's network products. Delegates will be able to question Gandalf staff about their company's approach to data communications.

At the end of the formal session, Gandalf will host a reception where a more informal exchange of information can continue.

Description of the Visits

28 September **AES Data Limited**

Our final visit in Canada will be to hear presentations by AES Data Limited. This company designs, manufactures, distributes and supports a full range of word processing products from stand-alone units to systems of shared and distributed logic.

The general theme of the presentation will be "From word processing to office automation", and will include specific discussions on the integrated workstation for the office; personal computing in the office environment; host computer compatibilities; the integration of graphics and voice; and finally the work group support system capabilities and evolution.

Time permitting, there will also be some brief demonstrations of new product capabilities.

Description of the Visits

29 September **National Bureau of Standards/Pragmatronics Inc.**

The US National Bureau of Standards (NBS) is located in Boulder, adjacent to the University of Colorado. The Bureau has four years' operational experience of using NBSNET, an Ethernet-like local area network developed at NBS. NBSNET serves the laboratories in Colorado and on the east coast (in Maryland), and supports more than 300 user stations. Pragmatronics Inc. (a Boulder-based company) supplies the NBSNET equipment to NBS. During the morning, NBS and Pragmatronics' staff will present:

- The development history of NBSNET, beginning with the original requirements for a network. The presentation will then trace the evolution of the product, and will conclude with a discussion of how the network is now used.
- Users' experiences with the network, including a demonstration of the network application and capabilities.
- The likely future developments in local area networks.

29 September **Precision Visuals Inc.**

On the afternoon of 29 September, we shall visit Precision Visuals Inc. in Boulder. PVI provides software packages aimed at the business graphics market, designed to allow a wide variety of information to be presented in a visual graphic form. The presentations and demonstrations at Precision Visuals will cover the following topics:

- The development of computer graphics hardware and software.
- The application of graphics in the areas of computer-aided design (CAD) and business presentations.
- The role of PVI computer graphics in the development of information technology strategy.
- The role of computer graphics in increasing white-collar productivity.

Description of the Visits

30 September **Inmos Corporation**

On Friday 30 September we will travel to Colorado Springs to visit Inmos, the British VLSI semiconductor manufacturer. In its Colorado Springs facility Inmos employs about 750 people, in memory product design, process technology development, sales and marketing and initial manufacturing. The products in production include the IMS 1400 family of FAS 16k static RAMs (for which Inmos claims world market leadership) and the IMS 2600 family of 64k dynamic RAMs.

In addition to the presentations about the work of the Colorado Springs centre, delegates will also hear about the work being carried out in the UK (at the Bristol Design Centre) on the transputer — an advanced and unusual single chip microcomputer.

Other topics will include 'Occam', a new language for design and implementation of fifth generation systems, and an advanced CAD system for design of VLSI circuits. There will also be a tour of the plant.

Description of the Visits

3 October **Manville Corporation**

The Manville Corporation has its administrative headquarters located on the outskirts of Denver. Our purpose in visiting Manville during the morning of 3 October is to hear about how one large US corporation has set about developing and implementing a company-wide strategy for information processing.

Manville is, in effect, establishing an 'information utility'. The strategy is based on a five-level hierarchy for information needs, with business users able to decide when and how they will use the facilities provided. As a consequence, the role of corporate dp is changing from being a provider of systems to being a provider of tools and facilities, and of ensuring the integrity of data.

3 October **Auto-trol Technology Corporation**

Auto-trol Technology Corporation provides sophisticated CAD/CAM equipment and systems which can (and are being) interfaced to corporate dp applications. The systems also demonstrate the use of very advanced graphics facilities.

Our visit to Auto-trol during the afternoon of 3 October will enable delegates to hear about and see the company's products. The presentations will emphasise the way in which the systems can be integrated into an organisation's overall information processing framework so that automatic links can be built between dp and CAD/CAM systems.

Description of the Visits

4 October **Teknowledge Inc.**

The principal business of Teknowledge is the engineering of bespoke commercial knowledge-based systems. In addition, Teknowledge provides consulting services, educational briefings and specialised knowledge engineering software tools for client use. Many of the founders and staff of Teknowledge have contributed to the research and development in the field of knowledge engineering at the nearby Stanford University.

During the morning, Teknowledge's presentation on knowledge engineering will provide a snapshot view of the power and potential of the first major commercial application of Artificial Intelligence: knowledge engineering and knowledge systems.

The objective of the briefing is to introduce the study tour delegates to the concepts of knowledge engineering, the management of knowledge engineering projects, and the economics of knowledge systems.

4 October **IntelliGenetics**

The afternoon will be spent with IntelliGenetics, one of the first companies to apply artificial intelligence techniques to problems faced by experts in the commercial world. IntelliGenetics provides easy-to-use, computer-based environments for decision making, planning and knowledge management.

Through its work in the biotechnology field, this firm has developed a general-purpose tool known as KEE (knowledge engineering environment), which can be used for building knowledge systems. Presentations and computer demonstrations on an integrated workstation will be given to illustrate the development and application features of KEE, including a detailed demonstration of an application in molecular genetics experiment design.

The format of the presentations will emphasise the opportunities and approach for effectively implementing knowledge systems.

Description of the Visits

5 October **International Business Machines Inc.**

We will spend a full day with IBM at the Santa Teresa laboratory, which is one of the largest software development facilities in the world.

At the time of going to press, the details of IBM's presentations to the study tour had not been finalised, but possible topics include:

- Application development management and the technique and use of function point analysis in IBM.
- Review of current and research projects in the area of office automation, including consideration of local area networks and natural language processing.
- Communication systems trends, including satellite networks.
- Complex system management and the management of change.

Description of the Visits

6 October **Osborne Computer Corporation**

During the morning we will visit the corporate headquarters of Osborne Computer Corporation in Hayward, California, where the highly successful Osborne portable personal computer is manufactured.

Adam Osborne, Chairman of the Board, will give us his views of the trends in the personal computer industry and in particular he will address the role of microcomputers in the corporate environment. We will also hear from Robert Jaunich, President and Chief Executive Officer, about Osborne's current activities and future direction.

Other presentations will focus on Osborne's commitment to the international market (particularly in the use of non-English languages); on the communications capabilities of microcomputers and their potential for integration into the office environment; on future product development; and on Osborne's marketing strategies for major corporate accounts.

6 October **Micro Focus Inc.**

We will spend the afternoon with Micro Focus, hearing about its microcomputer software products for mainframe-level business application development. The visit will include:

- A presentation by President Paul O'Grady about quality effectiveness and efficiency of business application development. He will cover programmer motivation and tools for making program maintenance both enjoyable and effective. He will also talk about future products and trends, and will discuss business software standardisation, portability, performance, level of implementation and maintenance.
- A demonstration on microcomputers of the company's high level COBOL-based VISUAL PROGRAMMING™ tools and integrated development environment, which will show that the tools' capabilities surpass those of development software on mainframe computers.
- A discussion about the implications for DP and MIS departments of greater operational and economic accessibility to business computing.

Description of the Visits

7 October **Xerox Palo Alto Research Center (PARC)**

The whole day will be spent at the Xerox Palo Alto Research Center, which was established in 1970 as part of Xerox's decision to extend its role beyond reprographics into information handling and communications. The scientific and engineering disciplines represented in PARC include computer science, cognitive science, imaging science, integrated circuit electronics, material science, optical science and solid state physics. PARC scientists carried out the research and prototype development of the systems architecture underlying Xerox's future office systems, including the Ethernet-linked systems of Alto computers, file systems and printers.

The day will begin with a presentation by Dr Paul Strassman, who will deal with some non-technical issues of popular interest. In particular, he will address productivity and organisational issues, relating these to the organisational impact of local area networks. The presentation will be followed by a demonstration of the Xerox 8010 Star Information System.

PARC scientists are currently concerned with designing computer languages for use with knowledge tasks. One of these is Interlisp-D, which is a state-of-the-art computing environment for research in artificial intelligence and knowledge engineering. Drs John Seely Brown and Mark Stefik, two of Xerox's leading researchers in this field, will present and demonstrate this AI system.

Time permitting, there will also be opportunities to tour the laboratories and to see a demonstration of the Smalltalk system.

Travel and Accommodation

Travel All travel arrangements are being handled by the American Express* Group Sales Office in London, and an American Express representative will be with us throughout the tour.

We believe we have arranged a very favourable price for the tour. Our aim has been to provide a reasonable standard of comfort and convenience throughout, whilst keeping the cost as low as possible.

The basic study tour package price provides for travel from and to London Heathrow, and includes all travel and room-only hotel accommodation. It also includes lunch on the weekdays during the tour.

Delegates beginning their journeys from outside the United Kingdom can either join (and leave) the tour in London (in which case they will need to make their own arrangements for travel to and from Heathrow) or they can arrange their own transatlantic flights to join up with the tour in Ottawa on 24 September and leave the tour in San José on 8 October. We have quoted (on page 18) an alternative package price for those delegates who wish to arrange their own transatlantic travel. Local Foundation managers will be pleased to arrange group travel facilities for individual national groups of delegates.

Accommodation We have made provisional hotel bookings at each of the three locations we shall be staying in. These are:

Ottawa	Chateau Laurier Hotel
Denver	Holiday Inn
San José	Red Lion Inn

Delegates will be responsible for paying at the time for any charges (other than the basic room charges) incurred at the hotel.

*American Express Europe Limited, Incorporated with Limited Liability in the State of Delaware, U.S.A.

Travel and Accommodation

Companions We anticipate that some delegates will be accompanied by their wives or husbands, and the study tour packages include details of the charges for bringing a companion on the tour. These charges are based on occupancy of a double room.

A full programme of sightseeing and other excursions will be organised for companions. The cost of these activities is not included in the companions' packages.

Companions are invited to join the delegates for the reception on 25 September, Study Tour dinner on 7 October, and certain other social events on the tour.

Itinerary Variations We have been able to negotiate the favourable package prices on the assumption that all delegates will follow the same itinerary. If any delegates or companions wish to miss any parts of the tour or make travel detours whilst in Canada or the United States, we would point out that the associated expenses (for flights, hotels, excursions, etc.) must be arranged and paid for by the delegate or companion, and that no refunds can be made for any element of the package not used.

The only exception is for delegates booking the main package for travel from/to London. Such delegates may, if they wish, stay on in California at no air-fare penalty. However, the date of return must be nominated on the registration form and the return flight to Heathrow must be from San Francisco by Pan American. Any other charges for hotels, etc. incurred after the end of the study tour must be paid for by the delegate.

Registration Details

If you wish to participate in the tour, please complete the registration form on page 19, and send it to the Foundation office with which you normally correspond (the addresses are on the back of the form). It should be accompanied by a cheque or banker's draft to cover the full cost of the study tour package(s) you have selected (the details of which are shown overleaf). All payments must be made in sterling, and cheques or banker's drafts should be made payable to Butler Cox & Partners Limited.

We will acknowledge receipt of your registration form as soon as it is received, but places on the tour will not be allocated until the end of April, in accordance with the procedure set out on page 3. As soon as we confirm your registration for the tour, your cheque or banker's draft will be cashed. Cheques or banker's drafts received from individuals to whom we prove unable to offer a place will, of course, be returned.

If the tour is undersubscribed, a second (or third) delegate from your organisation would be welcome to participate. If you wish to nominate further people for the tour, please send additional registration forms to us, marking clearly the sequence in which you wish them to be dealt with (ie. 1st priority, 2nd priority, etc.). But please do *not* send payments for 2nd priority nominations. If further places can be allocated, we will let you know at the beginning of May and invoice you accordingly.

Cancellations

Should you subsequently have to cancel your place before the commencement of the tour, we will only be able to make a refund if we are able to allocate the place to another delegate. Moreover, because of the advance booking conditions (which require us to notify names to the airlines) it may be necessary to pay a cancellation charge even if the place can be filled. In this case, any cancellation charges will be deducted from the refund. A cancelled place will first be offered to someone on the reserve list. It will not be possible automatically to substitute another name from your own organisation.

We would remind you that you can insure against not being able to travel with the tour because of sickness, etc. The American Express office in London would be pleased to provide further information.

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

The Study Tour Packages

	Delegates		Companions	
	Package A	Package B	Package AC	Package BC
Air travel from London Heathrow to Montreal on 24 September aboard AC 865 and ground transfer to Ottawa.	★		★	
Ground transfer to Ottawa airport, air travel by private charter flight from Ottawa to Denver on 28 September, and ground transfer to hotel.	★	★	★	★
Ground transfer to Denver airport, air travel from Denver to San Francisco on 3 October aboard CO 339, and ground transfer to San José.	★	★	★	★
Ground transfer from San José, and air travel from San Francisco to London Heathrow on 8 October aboard PA 124.	★		★	
Hotel accommodation (room only) during the tour.	★	★	★	★
Transportation costs for each visit.	★	★		
Conference facilities required for some visits.	★	★		
Lunch on those days where this is not provided by a hosting organisation.	★	★		
Total package cost*	£2,350	£1,848	£1,800	£1,298

*All prices are based on air fares and exchange rates as at 28 March 1983. Should payments be received *after* a significant fluctuation in either of these, delegates will be invoiced for a supplementary amount to cover any resulting increase in the package cost. Prices shown are exclusive of 15% VAT. Members outside the United Kingdom are not liable for VAT.

Registration Form

Member Organisation _____

Delegate Name _____

Position _____

Address _____

Telephone _____ Telex _____

I wish to register for the 1983 study tour. Please make travel and hotel arrangements according to the packages indicated below:

	Please tick	Package cost	Inc. VAT @ 15%, UK only
Package A (including travel from/to London)	<input type="checkbox"/>	£2,350.00	£2,702.50
Package B (excluding transatlantic travel)	<input type="checkbox"/>	£1,848.00	£2,125.20
Package AC (including travel from/to London)	<input type="checkbox"/>	£1,800.00	£2,070.00
Package BC (excluding transatlantic travel)	<input type="checkbox"/>	£1,298.00	£1,492.70
Total amount payable		£	

I enclose a cheque/banker's order for the above amount.

Return date (Packages A and AC only) _____

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. If I cancel my registration and my place on the tour cannot be allocated to another delegate, I understand that no refund will be payable.

Signature _____

Continued overleaf

Registration Form

Please return this form together with your study tour fee to the Foundation office with which you usually correspond:

- | | |
|-----------------|---|
| Belgium | Colin Jackson
SA Butler Cox NV,
Avenue Louise - 479 - Louizalaan, Bte - 47 - Bus.
Bruxelles 1050 Brussel |
| France | Alain Loize
Butler Cox SARL
Tour Akzo, 164 Rue Ambroise Croizat
93204 St Denis-Cedex 1 |
| Italy | Giorgio Franchina
Sisdoconsult
20123 Milano - Via Caradosso 7 |
| The Netherlands | Colin Jackson
SA Butler Cox NV
Avenue Louise - 479 - Louizalaan, Bte - 47 - Bus.
Bruxelles 1050 Brussel |
| South Africa | Jim Barclay
c/o Butler Cox & Partners Limited
Morley House, 26-30 Holborn Viaduct
London EC1A 2BP |
| Sweden | Hans Johansson
Statskonsult
PO Box 4040, S-171 04 Solna |
| Switzerland | Ed Towbin
Butler Cox & Partners Limited
Morley House, 26-30 Holborn Viaduct
London EC1A 2BP |
| United Kingdom | John Kinnear
Butler Cox & Partners Limited
Morley House, 26-30 Holborn Viaduct
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☎ 01-583 9381, Telex 8813717 BUTCOX

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Morley House, 26-30 Holborn Viaduct, London EC1A 2BP
☎ (London) 583 9381

Italy
Sisdoconsult
20123 Milano - Via Caradosso 7 - Italy
☎ 86.53.55/87.62.27, Telex 311250 PPF MI

The Nordic Region
Statskonsult
PO Box 4040, S-171 04 Solna, Sweden
☎ 08-730 03 00, Telex 127 54 SINTAB
