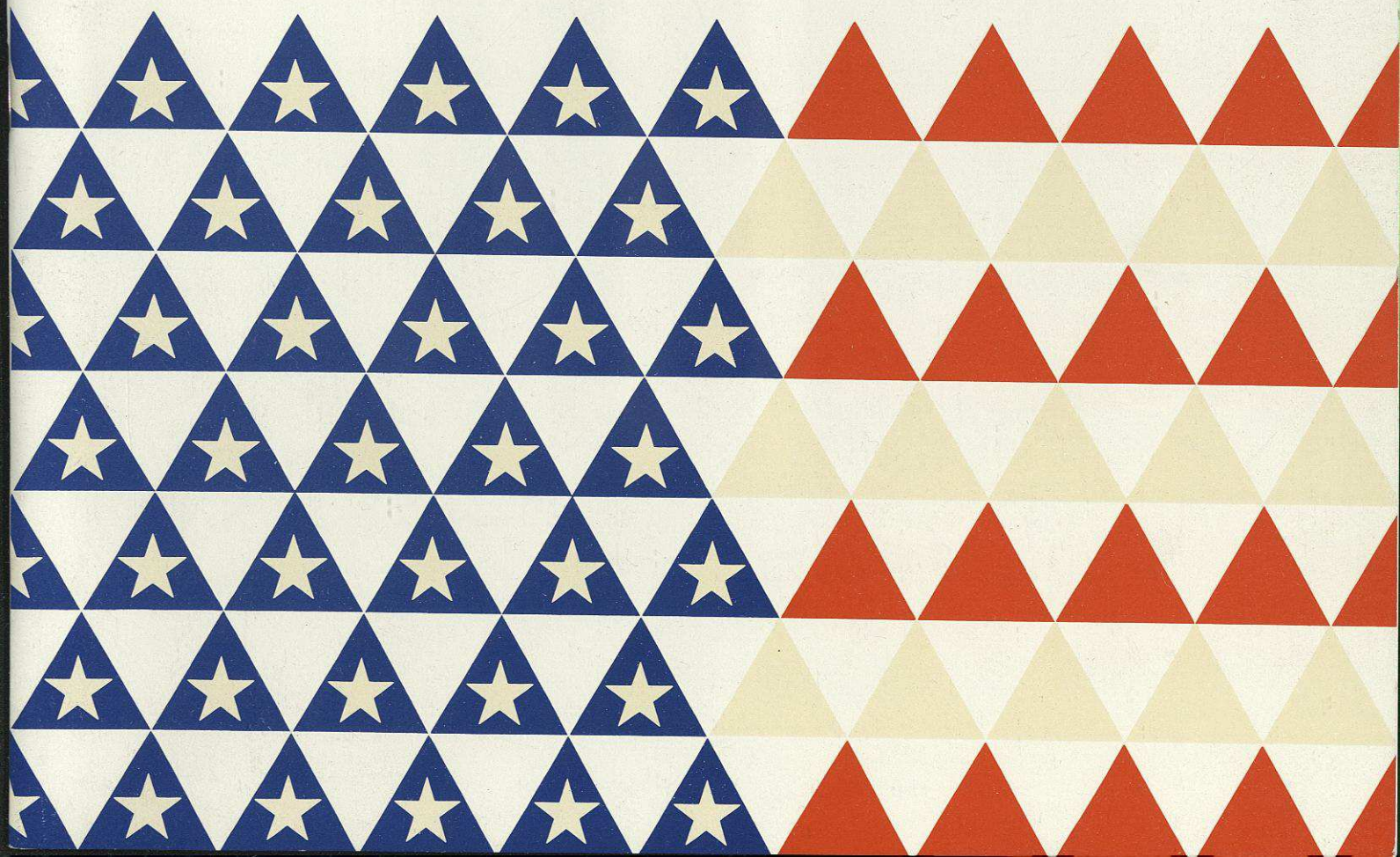


1987 Study Tour of
Massachusetts



BUTLER COX
FOUNDATION



1987



The Butler Cox Foundation 1987 Study Tour

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Introduction

The Butler Cox Foundation has previously organised Study Tours to the United States, Canada and Japan. In every case, the delegates have found their time well spent. The success of the previous Study Tours has been due to:

- The careful selection and briefing of the host organisations carried out by Butler Cox well before the tour commences.
- The prestige of the Foundation, which ensures the host organisations make available their top executives and experts.
- The considerable benefits gained by delegates having the opportunity to exchange views on the significance of what is seen and heard during the tour.

The 1987 Study Tour will focus on 'Route 128' in Massachusetts, which is rapidly overtaking 'Silicon Valley' as the centre of important development.

The aim of the tour is to enable delegates to see at first hand, and to discuss with other senior managers, some of the trends in information technology likely to have an impact on their organisations during the next few years.

From the following pages you will see that the programme of visits and presentations has been designed to cover all the aspects of information technology with which the Foundation is concerned. The visits and presentations will be of particular interest to senior managers 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.

The 1987 tour will be based at the Hyatt Regency Hotel, Cambridge, Massachusetts, adjacent to the Massachusetts Institute of Technology. Delegates will assemble at the hotel on Wednesday 1 April, and during the remainder of that week and the whole of the following week we will be visiting several companies in the surrounding area.

Study tours are an addition to the regular Foundation programme of reports, conferences and other events. Due to the fact that not all member organisations will be able to participate in the 1987 tour, the charges made to delegates will meet fully the costs of planning and running the tour; it is not funded in any way from members' regular subscriptions.

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We are confident that those who participate in the 1987 tour will, like their predecessors on the previous tours, experience an extremely stimulating and challenging ten days, and that their organisations will subsequently benefit from the knowledge acquired.

In the following pages we set out the intended scope of the 1987 Study Tour visits. Between now (December 1986) and the tour, the agenda for each visit will be defined in detail, and delegates will be provided with a full agenda about four weeks before the tour commences. At that time, delegates will be invited to raise any questions or issues they would like addressed during a particular visit, and these will be forwarded to the appropriate organisation.

Availability of Places

Places on the tour are available only to members of the Butler Cox Foundation, but for practical reasons the number of places on the tour may have to be restricted. You are advised, therefore, to book your place on the tour as early as possible, preferably by the end of January. Initially, each member organisation will be limited to one place on the tour. However, you may nominate a second delegate who will be placed on the wait list. Wait-listed delegates will be told if a place is available about one month before the tour departs.

If you wish to register for the tour, please complete the form at the back of this document and return it to us as soon as possible.

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Summary of the Programme

| | | |
|-------------------|-----------|---|
| Wednesday 1 April | | <i>Delegates travel to Boston, Massachusetts</i> |
| Thursday 2 April | Morning | <i>Delegate briefing session</i> Artificial Intelligence Corporation |
| | Afternoon | Index Technology Corporation |
| Friday 3 April | All day | Digital Equipment Corporation |
| Monday 6 April | Morning | Prime Computer, Inc. |
| | Afternoon | Cullinet Software, Inc. |
| Tuesday 7 April | Morning | Computervision Corporation |
| | Afternoon | Apollo Computer, Inc. |
| Wednesday 8 April | All day | Data General Corporation |
| | Evening | <i>Study Tour dinner</i> |
| Thursday 9 April | All day | Massachusetts Institute of Technology — Center for Information Systems Research — AI Laboratory — Media Laboratory |
| Friday 10 April | Morning | The Gillette Company |
| | Afternoon | The Systems Center, Inc. |
| | Evening | <i>Delegates depart</i> |

Please note that the programme may be subject to detailed changes.

Description of the Visits

2 April **Artificial Intelligence Corporation**

Artificial Intelligence Corporation was founded in 1975 to develop AI-based products for use in the IBM mainframe environment. The company was the first to provide AI-based software for this marketplace, and is recognised as a pioneer in providing AI technology to the commercial arena. The company's first product was a natural-language information system called Intellect, which was developed between 1975 and 1980.

Artificial Intelligence Corporation's success in the natural-language market enables the company to apply its expertise to delivering other AI-based products to corporations. The company is expanding its product line by developing a knowledge-base management system. This new expert system tool will be designed from the ground up to provide sophisticated expert system development capability properly integrated into the IBM mainframe environment.

The session will include both a review of the company's current AI product (Intellect) as well as a definition of the new expert system technology. The discussion will centre around preparing to exploit these information technologies.

2 April **Index Technology Corporation**

Index Technology Corporation (InTech) is pioneering the development and introduction of integrated software for the professional systems analyst. The company provides automated design tools that use innovative technology, and which can be used with a variety of structured-analysis and design techniques.

The company's first product, Excelerator, was introduced in the fall of 1984. Excelerator is a fully integrated, microcomputer-based environment for systems analysis, design and documentation (a systems analyst's workbench). It provides a set of easy-to-use, integrated facilities that are menu-driven and mouse-driven. Excelerator is being used to improve the productivity of systems designers by as much as 100 per cent compared with conventional methods.

InTech will describe its product philosophy, and the way its products are being used to improve systems development productivity. They will also describe the ways in which automated development tools are likely to develop in the future.



Description of the Visits

3 April **Digital Equipment Corporation**

The day with Digital Equipment Corporation will comprise a mixture of presentations, practical demonstrations and laboratory sessions. The sessions will cover:

- Digital's style of computing — a high-level overview of Digital's product offerings, providing a broad understanding of Digital's strategic product directions. The session will relate current products to the major themes the company is pursuing, and to the trends that will influence its direction.
- Application of technology to build the 21st-Century corporation — this session addresses the issues faced by MIS directors in building the information systems infrastructures to help them move into the 21st Century.
- Executive overview of networks — this session provides an understanding of the local and wide-area networking technologies available, and how these can be applied to solve the business problems faced by today's corporations.
- Digital's application development environment — the VMS development environment will be described. The session will examine the software development cycle and will explore the way in which various software development products can be used.
- Introduction to real-world artificial intelligence applications — Digital's leading role in the productive use of artificial intelligence technology will be described, together with the practical applications now in use in many commercial and industrial environments.

Description of the Visits

6 April **Prime Computer, Inc.**

We will spend the first part of the day at Prime Park in Natick, Prime Computer's headquarters. Senior managers from Prime will meet with Study Tour delegates, and the sessions will include:

- Departmental computing.
- Open systems architectures and the importance of emerging industry standards.
- Expert systems and artificial intelligence.
- The new technology of mini-supercomputers.

There will also be a tour of the Prime Technology Center and an introduction to computer-aided design/computer-aided manufacturing applications.

Delegates will also have the opportunity to meet with Prime's executives over lunch.

6 April **Cullinet Software, Inc.**

Cullinet staff will share with Study Tour delegates their perspective on the difficulties with and concerns about corporate computer systems. In summary, these are:

- Accelerated end-user demand, spurred by the PC, and leading to a demand for access to data critical for corporate decision-making.
- Accelerated demand for departmental solutions based on minicomputers.
- Accelerated demand for applications, particularly for applications that embrace all technologies from mainframes to PCs.

Cullinet will describe its solutions to the difficulties, so that technology can be used for the strategic benefit of the organisation. The solutions require investments in progressive tools like fourth-generation languages and computer-aided software-engineering tools; and fundamental changes in the corporate technology infrastructure to support distributed database processing across hardware architectures.

Description of the Visits

7 April **Computervision Corporation**

Computervision is dedicated to helping industries achieve the productivity and quality gains that are possible when advanced computer-aided technologies are used to automate the product evolution process (concept, design, manufacturing/construction, service). The product process is automated by integrating computer-aided engineering, design, and manufacturing applications, together with advanced computer and communications technologies, and sophisticated group technology and product data management software.

The visit to Computervision will include:

- A review of the CAD/CAM market.
- Mechanical application review.
- Computer-integrated manufacturing review.
- Electronic application review.
- Architecture engineering and construction application review.
- Communication 'R&D' process.
- Demonstrations.

7 April **Apollo Computer, Inc.**

During our afternoon at Apollo Computer, Inc. we will meet with Dr Dave Nelson, VP and Chief Technical Officer, R&D. Dr Nelson, one of Apollo's cofounders, was previously director of R&D at Prime Computer. Dr Nelson will describe Apollo's product philosophy, emphasising that the company is a leader in networking technology as well as workstation technology.

Other sessions will describe the Domain networking architecture, and distributed data services. Equipment demonstrations will show how Apollo's products are being used for technical publishing applications, for computer-aided software engineering, for artificial-intelligence applications, and for heterogeneous networking.

Description of the Visits

8 April **Data General Corporation**

The theme for our visit to Data General's Westboro plant is "Integrating systems and services in large organisations".

Individual sessions will include:

- A review of the priorities of Data General's customers for systems and services.
- Integration of personal computers and terminals with departmental and central systems, including a demonstration of an advanced PC-Integration system.
- Integration of data processing and electronic data interchange, focusing on advanced digital voice/data networks.
- Case history: How Beneficial Corporation (a \$5 billion financial-services company) educated its management in uses of an advanced integrated office automation system in 1985-86.
- The role of the chief executive officer in adapting information technology to the corporation.

Study Tour delegates will have luncheon with Data General's senior management, including Edson D deCastro, president, Herbert J Richman, executive vice-president, and senior management of Beneficial Corporation. The final concluding session of our day at Data General will be given by Edson D deCastro.

Description of the Visits

9 April **Massachusetts Institute of Technology**

During our day at MIT, we will meet with:

Dr Jack Rockart, Director, Center for Information Systems Research. Dr Rockart is well known for his pioneering work on critical success factors. During this session, Dr Rockart will examine the emerging leadership role of line management in the management of information and the resultant changes in the role of the information systems director. Methods of motivating line involvement in information technology will be discussed.

Dr David Kirsch, Visiting Scientist, Artificial Intelligence Laboratory. Dr Kirsch will describe the MIT approach to AI research, the progress that has been made, and future directions.

We are also planning to visit Professor Negroponte's Media Laboratory, but had been unable to confirm this when this Study Tour Prospectus went to press.

Description of Visits

10 April **The Gillette Company**

The Gillette Company is an international consumer products firm engaged in the development, manufacture, and sale of a wide range of products for personal care or use. Major lines include blades and razors, toiletries and cosmetics, writing instruments and office products, Braun electric shavers and small appliances and Oral-B oral care products. The world headquarters for Gillette is in Boston.

We will spend the morning at the Hyatt Regency with Kavin W Moody, Corporate Director of MIS at Gillette. He will provide an overview of the MIS function in Gillette, including organisational strategies, key technology applications, and important management issues.

10 April **The Systems Center, Inc.**

The Systems Center was founded in 1981 to develop and market comprehensive data-transfer solutions for corporate networks. The solutions encompass mainframes, minicomputers, and microcomputers, and focus on integration within IBM SNA-based distributed networks. The resulting product family is called Network DataMover (NDM).

The NDM design approach takes a network-wide systems view of the data-transfer function in large networks, which stresses availability of data-transfer capabilities independent from specific applications or specific processor types. The initial products address the problems of:

- Controlling the data-transfer network at the central mainframes.
- Handling mainframe-to-microcomputer data-transfer functions.

Representatives from The Systems Center will join us at the Hyatt Regency to tell us about their company, its NDM products, and the plans for developing new NDM products that can be used with other popular processor types.

Accommodation and Travel

Accommodation We have reserved rooms at the Hyatt Regency Hotel in Cambridge, Massachusetts. The participation fee includes hotel accommodation (room only) from Wednesday 1 April to Friday 10 April. Delegates will be responsible for paying all other hotel charges (breakfast and other meals, etc.) and for any additional nights before or after the tour dates.

Travel Based on our experience of previous Study Tours, we anticipate that most delegates will wish to arrange their own air travel to and from Boston. However, if there is sufficient demand we will see if it is possible to organise group or travel packages at special discount rates. Discount rates are only available if sufficient delegates (at least 12) are prepared to travel on the same flight. If you are interested in a group travel scheme, please return the enclosed form to us as soon as possible. Where there are sufficient delegates arriving on the same plane on Wednesday 1 April, we will arrange for buses to meet the flight at Boston airport and transfer delegates to the Hyatt Regency.

During the tour itself, all transportation between the hotel and the visit sites will be provided as part of the Study Tour package.

Companions The tour is necessarily constructed around the needs of the delegates, but some delegates may wish to bring their wives or husbands with them. The hotel accommodation is based on a double room for each delegate, and there will be no additional hotel charge for a companion sharing a room with a delegate. There will, however, be a small charge payable to Butler Cox to cover the cost of sightseeing and other excursions arranged for companions and to cover the cost of the Study Tour dinner and other events attended by the companions.

Registration Details

Participation fee

The fee for participating in the Study Tour is £1,950 per delegate, and this amount is payable to Butler Cox. This fee covers the costs we incur in organising and running the tour, hotel accommodation (room only) at the Hyatt Regency for 8 nights, the costs of ground transportation within Massachusetts (including recreational visits on Saturday 4 April and Sunday 5 April), conference facilities at the hotel, the Study Tour dinner on 8 April, and lunches on the working days of the tour.

The charge for companions is £185, and this amount is also payable to Butler Cox. This charge covers the costs of ground transfers between Boston airport and the hotel, the Study Tour dinner on 8 April, recreational visits (with the delegates) on Saturday 4 April and Sunday 5 April, and companions tours on two other days. It does not include lunches on the days when the delegates are involved in the tour visits. Companions sharing a double room with delegates do not have to pay any additional hotel room charges.

In addition to the participation fee paid to Butler Cox, delegates (and companions) will also need to pay their international travel costs, and hotel costs (other than basic room charges). These additional costs will be paid direct to the airline or hotel.

Registration Procedure

If you wish to participate in the tour, please complete the form on page 15, and send it to Butler Cox in London. It should be accompanied by a cheque or banker's draft to cover the participation fee for you (and your companion). All payments must be made in sterling, and cheques or banker's drafts should be made payable to Butler Cox & Partners Limited. (For UK organisations, an additional 15% VAT is also payable.) You will be invoiced separately for any charges associated with special group travel arrangements.

Places on the tour are limited, so you are advised to return your registration form as early as possible.

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Registration Details

Additional delegates

If the tour is under-subscribed, a second (or third) delegate from your organisation will 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 considered (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 by the beginning of March and invoice you accordingly.

Cancellations

There will be no charge for cancelling your registration before the end of February. Thereafter we may only be able to make a full refund if we are able to allocate the place to another delegate.

We would remind you that you can insure against not being able to travel with the tour because of sickness, etc., and would advise you to contact your own, or your company's, insurance broker.

Further information

If you have any queries concerning the 1987 Study Tour, please contact David Seabrook at our London office.

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Registration Form

Member Organisation _____

Delegate Name _____

Position _____

Address _____

Telephone _____

Telex _____

Facsimile _____

I wish to register for the 1987 Study Tour. Please reserve hotel accommodation for me (and my companion) at the Hyatt Regency Hotel.

| | Fee | Inc. VAT @ 15%, UK only |
|------------------------------|-----------|-------------------------|
| Delegation participation fee | £1,950.00 | £2,242.50 |
| Companion's fee | £185.00 | £212.75 |
| Total amount payable | £ | £ |

I enclose a cheque/banker's draft for the above amount payable to Butler Cox & Partners Limited.

I will be making my own way to/from Boston.

YES/NO

I would like to participate in a group travel package if one can be arranged.

YES/NO

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

Signature _____

Please return to:
 David Seabrook
 Butler Cox & Partners Limited
 Butler Cox House
 12 Bloomsbury Square
 London WC1A 2LL
 England

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