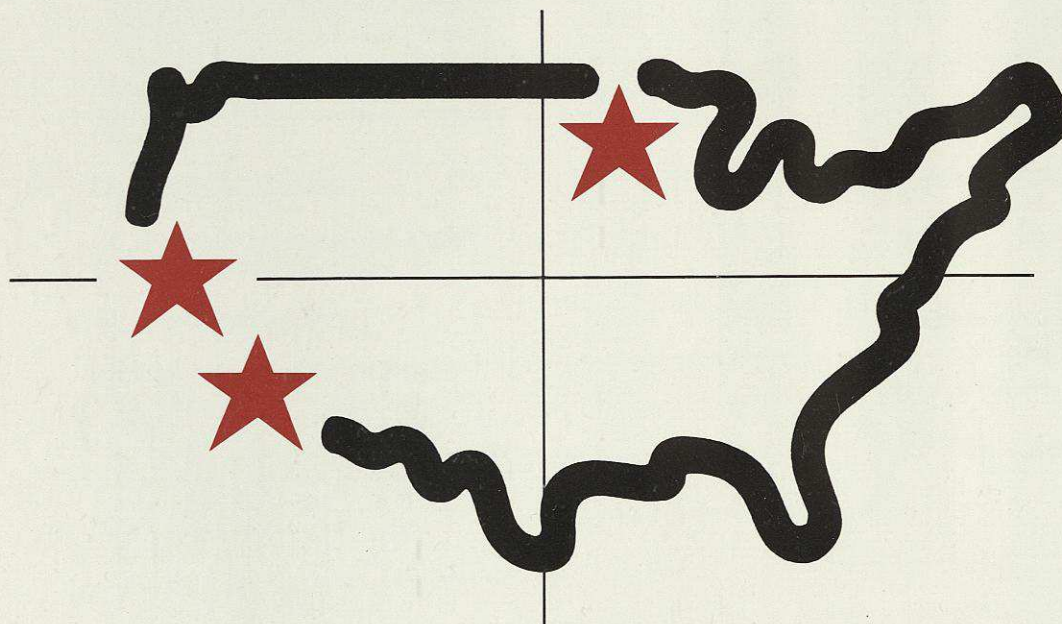


Itinerary and Registration  
Details

BUTLER COX  
FOUNDATION



Study Tour USA 1988

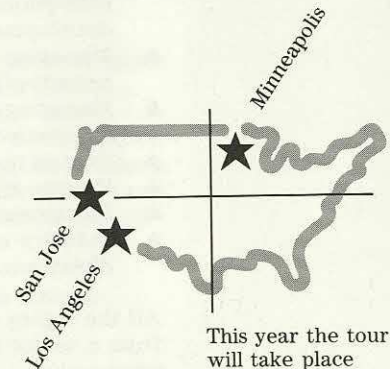
# Introduction

Each year the Butler Cox Foundation organises a study tour for members. The tours give managers the opportunity to learn about emerging technologies, to assess industry directions, and to learn from management practice and experience in other countries.

In planning the tour, Butler Cox seeks to achieve a balance between visits to:

- ▲ **Major suppliers**
- ▲ **Interesting companies with innovative products**
- ▲ **Pioneering users**

The tour is intended for senior managers, and all topics are dealt with from this viewpoint. There is no narrowly focused theme; instead the tour is designed to take in a range of technologies, products, and management experience. Previous participants have found that one of the greatest benefits of the tour is the insight and perspective gained as a result of being able to discuss and assess the visits with the accompanying Foundation members. Certainly, managers gain much more from the tours than if they were to make the same visits as individuals or if they were following an itinerary arranged by a vendor.



This year the tour will take place between 20 and 29 April and will be based at three locations in the USA:

Topics to be covered include:

- ▲ Database software and hardware.
- ▲ Operating systems.
- ▲ Optical storage and retrieval systems.
- ▲ Workstations.
- ▲ Networking and communications products.
- ▲ Computer-aided software engineering.
- ▲ Expert systems — used for conventional systems development.
- ▲ Managing a dramatic staff reduction.
- ▲ Managing in a distributed environment.
- ▲ Transaction processing.
- ▲ Storage media.
- ▲ Electronic message handling.
- ▲ Industry and technology directions.

All the topics will be dealt with from a senior management perspective.

The following pages describe the tour itinerary and registration procedure.



# The Tour Itinerary

## Tuesday 19 April (evening)

### Briefing meeting

Marriott Hotel, Minneapolis

## Wednesday 20 April

### Honeywell Bull

Together, Bull and Honeywell Bull are arguably Europe's second largest computer supplier. Senior Honeywell Bull executives will discuss the new company's development and strategy, and describe the market and technology directions being taken.

### Honeywell Inc.

Now a minority shareholder, Honeywell remains Honeywell Bull's largest customer. At Honeywell Inc's corporate information management centre, Honeywell management services executives will review how they provide and manage information systems and services on a global basis. They will also describe how they evaluate products and provide guidance to their worldwide users.

## Management Graphics

Management Graphics manufactures specialised hardware and software for the production of presentation aids. Of particular interest is the ability to provide such facilities over a communications network for users with a range of terminals. The provision of such a facility can give rise to several management problems which will be reviewed.

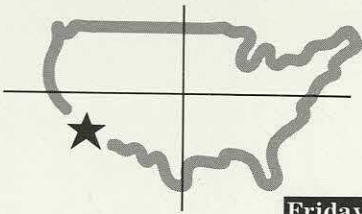
## Thursday 21 April

### 3M Corporation

According to 3M, the technological problems of rewriteable optical storage media have now been solved. High-capacity devices based on this technology may be available in 1988/89. 3M will discuss this and other storage media developments

### Fly to Los Angeles

Sheraton Hotel, Santa Monica



#### Friday 22 April

##### **Teradata**

Teradata is a leading manufacturer of special-purpose database machines. The product is designed to offload the task of managing large relational databases from a variety of mainframes. It has a parallel processing architecture which can accommodate more than 1,000 processors. Over 100 systems have been installed.

##### **Nucleus**

Nucleus, a Santa Monica start-up company, has developed a new technology that offers dramatic improvements in storage requirements and response for relational database systems. Nucleus aims to provide a generic, fully relational SQL engine to vendors of relational database management systems. The technology is envisaged as a performance-boosting option available for many database vendors across all classes of computer systems.

#### Weekend 23/24 April

Delegates will be provided with details of leisure activities available.

#### Monday 25 April

##### **Arco**

Arco is one of the world's largest oil companies. Recently, industry pressures have enforced a substantial reduction in systems staff. Allen Smith, Arco's Corporate IS manager, will describe how this was achieved and what was learned from the experience. The visit will also include presentations on:

- ▲ Managing a decentralised organisation.
- ▲ Arco's experience of office automation and local area networks.
- ▲ The future of the systems function.

##### **FileNet**

The FileNet Document Image Processor was announced in 1984 and was demonstrated to delegates on the 1984 Study Tour. It is a document capture, storage, and retrieval system based on optical discs. A key benefit is workflow management. During the visit delegates will be introduced to the system and will hear from business users on how its installation was justified and on their experience in introducing and operating it.

**Fly to San Jose**  
Red Lion Inn

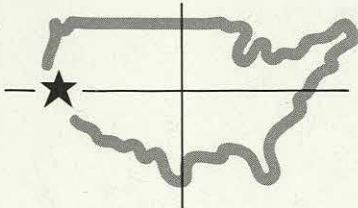
## Tuesday 26 April

### Aion

Aion offers expert systems tools for professional applications development in commercial data processing. The Aion family of tools for IBM mainframes and PCs facilitates the development and delivery of new software, enhancing rather than replacing current development techniques and products.

### Apple

Apple will discuss the differences between the Macintosh and OS/2 environments and ways of achieving connectivity with mainframes. Separate sessions will address DEC and IBM connectivity and database strategies. The visit will also include a review of Hypertext.



## Wednesday 27 April

### Amdahl

Amdahl executives will discuss the IBM architecture marketplace, its direction, and Amdahl's position within it. They will review technology developments and in particular examine the role of Unix as an emerging operating system for major corporations. Other presentations will focus on connectivity, security, and future applications.

### Action Technologies

Action Technologies is a communications design company specialising in business software. Its Coordinator software product is a new type of advanced message handling system specifically designed to improve workgroup productivity. It does this by providing tools to manage conversations, tracking their purpose and monitoring commitments. The system operates on IBM compatible PCs and all major local area network operating systems.



#### **Thursday 28 April**

##### **Key Logic**

Key Logic has developed a portable operating system designed for unusually cost-effective online transaction processing and featuring high reliability, continuous availability, and patented security. It is currently available on all models of the System/370 where it provides very high performance.

##### **IBM**

IBM product consultants and managers will discuss future trends and directions in:

- ▲ Storage systems products: hardware and software for managing devices.
- ▲ Database and data communications: both hierarchical and relational.
- ▲ Applications development productivity: bringing software engineering discipline and structure into the application development process.
- ▲ Systems applications architecture: an outline and status report.

#### **Friday 29 April**

##### **Sun Microsystems**

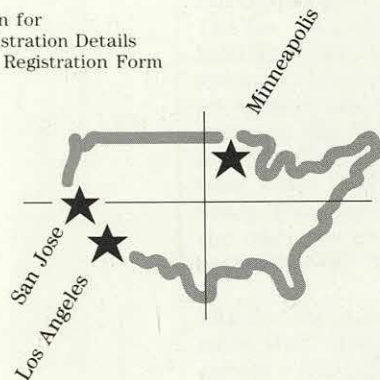
Sun is a leading supplier of high performance workstations. Originally used for engineering design, these workstations are increasingly being used for software engineering and desktop publishing.

Increasingly, workstations are networked along with equipment from a variety of computer manufacturers via Sun's Open System Network.

##### **Tandem Computers**

Executives from Tandem will discuss the company's strategic goals and planning process and its internal MIS systems. They will review the future directions of transaction processing and Tandem's distributed database management system, NonStop SQL.

Open for  
Registration Details  
and Registration Form





## Accommodation and Registration Details

### Participation Fee

The fee for participating in the tour is £1920. This fee covers hotel accommodation for 11 nights from 19 April (room only), flights between Minneapolis, Los Angeles, and San Jose, transport during the tour, hotel conference facilities, the Study Tour dinner on 29 April, and the costs incurred by Butler Cox in organising the tour.

The fee for companions sharing a room with delegates is £360. This covers additional room costs, flights between Minneapolis, Los Angeles, and San Jose and the Study Tour dinner. It does not include lunches on days when delegates are involved in tour visits nor any recreational activities.

In addition to the fee, participants will need to pay their international travel costs, and costs of meals and hotel extras.

### 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 the United States. Where there are sufficient delegates we will arrange for buses to meet the flights on Tuesday 19 April at Minneapolis airport. Similarly we will arrange bus transport from the

hotel in San Jose to San Francisco International airport for delegates departing on Saturday 30 April.

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

### Registration Procedure

If you wish to participate in the tour, please complete the form attached, 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. For UK organisations 15% VAT is also payable.

Places on the tour are limited, so you are advised to return your registration form as early as possible. If the tour is over subscribed Butler Cox may have to limit participation to only one delegate per member organisation or refuse late registrations.

### Further

### Information:

If you have any queries concerning the 1988 Study Tour, please contact Mandy Crouch at our London office.

# Registration Form

Member organisation		
Delegate first name	Surname	
Position		
Address		
Telephone	Telex	Fax

I wish to register for the 1988 Study Tour. Please reserve hotel accommodation and flights within United States for me (and my companion).

	Fee	Inc. VAT @ 15% (UK only)
Delegate participation fee	£1920.00	£288.00
Companion's fee	£360.00	£54.00
Total amount payable		

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

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 by post or fax to:  
Mandy Crouch  
Butler Cox & Partners Limited  
Butler Cox House  
12 Bloomsbury Square  
London WC1A 2LL  
England

Butler Cox & Partners Limited  
Butler Cox House, 12 Bloomsbury Square,  
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