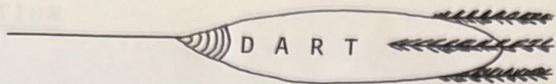


MOTIVATION



EXTERNAL FACTORS

- VERY RAPID PACE OF TECHNOLOGICAL ADVANCE
- NEW COMPUTER APPLICATIONS NOW POSSIBLE
- COMPETITION VERY HOT IN NEW AREAS

A N E W C O N C E P T F O R P R O D U C I N G
A D V A N C E D P R O D U C T S

R E S O U R C E S A V A I L A B L E B U T U N C O O R D I N A T E D

==== Q U I C K L Y . . .

MOTIVATION

EXTERNAL FACTORS

- VERY RAPID PACE OF TECHNOLOGICAL ADVANCE
- NEW COMPUTER APPLICATIONS NOW POSSIBLE
- COMPETITION VERY HOT IN NEW AREAS

INTERNAL FACTORS

- IBM DEVELOPMENT METHODS TOO SLOW TO RESPOND TO MANY BUSINESS OPPORTUNITIES
- RESOURCES AVAILABLE BUT UNCOORDINATED

RISKS

~~PAYOUTS~~

MINIMUM!

~~OUR FLEXIBILITY IN ATTACKING PROBLEMS~~

~~- ELIMINATION OF HASSLES ATTENDING THE NORMAL~~

~~IF THE DART MISSES, THERE SHOULD BE -~~

* ~~NO IMPACT ON PLANNED PROGRAMS~~

* ~~NO STIGMA OF FAILURE~~

~~(AD TECH EFFORTS ARE OBVIOUSLY SOMEWHAT~~

~~RISKY)~~

~~PAYOUT OPPORTUNITIES~~

~~PAYOUT POTENTIAL (e.g., SCAMP)~~

NEW POTENTIAL DARTS?

- INTERACTIVE TERMINAL SYSTEMS AND APPLICATIONS
(SCAMP - S/370 OR FS NETWORKS)
- AUTOMATION OF PROGRAMMING SYSTEM DEVELOPMENT
(HIGHLY TRANSPORTABLE LANGUAGE PROCESSORS
VIA META MACHINE ARCHITECTURES)
- NEW INTEGRATED HARDWARE/SOFTWARE SYSTEMS
DEVELOPMENT TAILORED TO SPECIALIZED CUSTOMER
APPLICATIONS (EG. SCIENTIFIC COMPUTING,
PARALLEL PROCESSING, ON-LINE SYSTEMS, ETC.)

~~POSSIBLE~~ META MACHINE ARCHITECTURE

— MANY MACHINE ENVIRONMENTS —

GROWTH OF MINI COMPUTING → MANY SMALL
BUT DIFFERENT COMPUTERS NEEDING SAME
LANGUAGE PROCESSING CAPABILITY

— PROGRAMMING COSTS SOARING - 40% ↑



RESULT: VERY COSTLY TO PROVIDE LANGUAGE
PROCESSORS ON THE WIDE VARIETY
OF EXISTING AND PLANNED IBM
SMALL SYSTEMS.

LANGUAGE
PROCESSOR
(TO RUN ON
MACHINE N)