DATA·phone Service

INVENTORY CONTROL

TYPE OF BUSINESS

Parts Manufacturer

SITUATION

This manufacturer records, on punched cards, each part stored in its outlying warehouses. As orders are filled at these locations, the cards are processed by business machines. Variable information is added, shipping papers are prepared and a by-product paper tape, duplicating all of the information, is simultaneously produced. This tape is mailed to a central control location in another city. At this control location, the paper tapes are converted to magnetic tape which is then used in a computer for summarizing transactions at the outlying warehouses—in order to replenish supplies.

PROBLEM

The mailing of paper tape from the warehouses to the control center is too slow. Volumes of data are such that regular teletypewriter speeds are also too slow. A faster, more economical method of transmitting these tapes is needed to provide management with current inventory information.

SOLUTION

Install Bell System DATA-phone Service with 1,000-word-per-minute paper tape senders and receivers. Large volumes of parts data could then be transmitted over regular long distance telephone lines quickly, accurately and economically.

ADVANTAGES OF DATA·PHONE SERVICE

- Provides fast transmission—thereby giving management up-to-date inventory information without waiting for mail delivery.

- Faster control allows each parts warehouse to operate on least possible inventory—resulting in reduction of over-all cost of maintaining large stocks.

- No special circuits needed—calls are placed and billed just like ordinary telephone calls.

DATA·phone Service

TRANSMISSION OF PAYMENTS

**TYPE OF
BUSINESS**

Savings and Loan Association

SITUATION

This Midwest savings and loan association with nine branches in and around a large city received daily transactions from teller positions in each branch. 8-level paper tapes, produced by the teller machines, were picked up each day at close of business by motorized messenger; then the day's balance had to be run at the headquarters location in order to start the next day's business.

PROBLEM

Messenger service was not only expensive but slow and often unreliable. This necessitated considerable bookkeeping overtime at the main office before start of next day's business.

SOLUTION

Bell System DATA-phone Service was installed, together with customer-provided paper tape readers and punches. Now tellers immediately transmit transactions to main bank over regular local telephone lines using DATA-phone Service.

**ADVANTAGES
OF
DATA·PHONE
SERVICE**

- Daily transactions received fast, accurately, and economically.

- Eliminated costly clerical overtime.

- Permitted faster balancing of records.

- Enabled customer to process end-of-month statements and reports much faster.

DATA·phone Service

DELIVERY OF TRANSPORTATION TICKETS

TYPE OF BUSINESS

Airlines

SITUATION

Airlines' customers ordered large volumes of tickets from a number of different airlines. After tickets were prepared, it was necessary to send messengers to the various airline reservation ticket offices to pick them up.

PROBLEM

Airlines needed fast, accurate method of delivering customer tickets, eliminating the need for customers to send messengers to various Airlines all over the city to pick them up—often missing flight connections, etc., because of delays.

SOLUTION

By installing Bell System DATA·phone Service — used in connection with teletype-writers, tickets can be transmitted by the Airlines directly to customers over regular telephone lines. The ticket is prepared in punched paper tape form to include flight numbers, departure time, city of departure, destination, rates, tax, etc. At customers' offices, teletypewriters print necessary data in triplicate on regular ticket stock provided to customer by the airlines.

ADVANTAGES OF DATA·PHONE SERVICE

For airlines—

- Speeds validated tickets to their customers.

- Eliminates handwritten tickets, reducing errors caused by illegible carbon copies.

- Affords their customers maximum convenience.

- Able to send tickets as needed—paying charge only for telephone call, if any.

- Tape used for sending ticket can also be used for accounting and other purposes.

For airline customers—

- By using the regular telephone network, customer is able to receive tickets from any airline on same teletypewriter.

- Eliminates need for expensive messenger service.

- Receives tickets accurately and promptly.

DATA·phone Service

TRANSMISSION OF PAYROLLS

TYPE OF BUSINESS

Tire Manufacturer

SITUATION

Midwest headquarters receives and processes all payroll information from out-lying branch offices located in a number of states. Payroll information kept on punched cards had to be converted to 5-channel paper tape for private line transmission to headquarters location. Here tapes were then reconverted to punched cards for processing in computers.

PROBLEM

Converting to tape and back to cards was slow, costly and inaccurate. Manufacturer needed a fast, accurate and less expensive method of handling payrolls from many outlying points.

SOLUTION

Bell System DATA-phone Service was installed and connected to customer-provided card reading and punching devices. Direct card-to-card transmission over regular long distance lines was then used to send payroll data.

ADVANTAGES OF DATA-PHONE SERVICE

- Accurate payroll data received at processing location in punched card form, ready for immediate machine use.

- Reduced errors which were caused by unnecessary conversions from cards to tape and back to cards.

- Eliminated clerical time needed for conversions from cards to tape.

DATA·phone Service

SUPPLY ORDERING

TYPE OF BUSINESS

Industrial Supplier

SITUATION

32 distributing houses located throughout the country receive hundreds of thousands of orders daily from several thousand locations. These orders, representing over 1,000 different items, were handwritten and transmitted to a distributing house either by mail or messenger service.

PROBLEM

Handwritten orders caused considerable errors, resulting in incorrect shipments and serious inventory control problems. In addition, the method of transmitting orders was slow, causing unnecessary time delays.

SOLUTION

Bell System DATA-phone Service, connected to card readers, was installed at each ordering location. Each item of supply is now represented by a 23 column punched card which is inserted in the card reader. The quantity wanted is keyed into the machine by the attendant. Via DATA-phone Service and the regular telephone network, the information is reproduced in punched card form at the distributing house. The punched cards are then used for further processing of the orders.

ADVANTAGES OF DATA-PHONE SERVICE

- Distributing houses received faster, completely accurate information on items needed, eliminating costly errors.

- Orders received were in card form, ready for immediate processing in computers, eliminating the time and errors usually associated with transcribing such information.

- Cost of ordering supplies was reduced.

- Time lapse between time of order and delivery was cut significantly.

- No special circuits were needed — calls are placed and billed just like ordinary telephone calls.

PRIVATE LINE SERVICE

Order Processing and Inventory Control

<u>Type of Business</u>	Manufacturer of construction materials.
<u>Situation</u>	Ten outlying sales offices mail orders in to headquarters. These orders contain many technical requirements as to size, weight and tolerance. The order has to be co-ordinated with the day-to-day customer requirements to ensure shipment of the quantity desired on the date the material is needed.
<u>Problem</u>	Delay caused by mailing orders resulted in poor customer service and made inventory control difficult. Orders in question or containing errors experienced excessive delay in clarification by mail. Delivery to the customer was often incorrect.
<u>Solution</u>	A Bell System 83B2 Selective Calling Teletype-writer System was installed. This system provides instant direct data communications be-tween all of the offices.

Each station receives only messages it requires. This eliminates handling of non-essential data.

After the operators place tapes in the transmitter, they are free for other duties. |
| <u>Advantages of Using 83</u> | Customer deliveries are closely coordinated with headquarters by the sales office. Lower sales cost per unit.

Questions concerning orders are answered di-rectly and without delay.

Inventory records are maintained currently.

Production and shipping schedules are programmed to take advantage of reduced cost in shipping. |