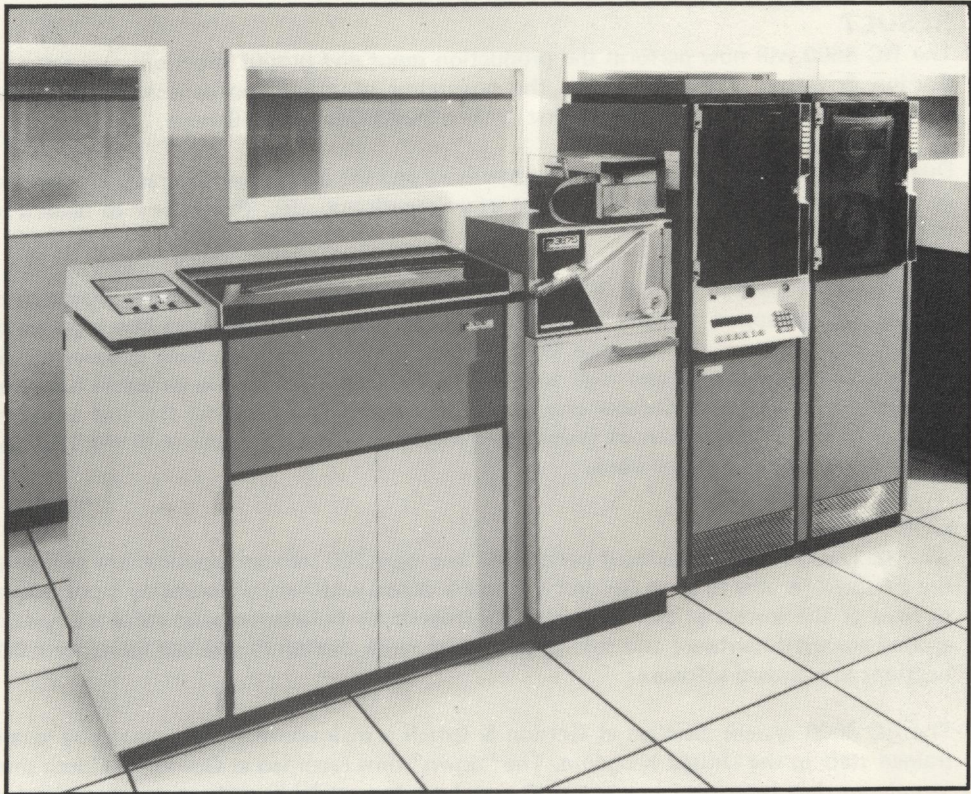




RC 3600

Gordon & Gotch London



INDUSTRY
Service Bureau

COMPANY
Gordon & Gotch
Computer Group Limited
32-38 Scrutton Street
London EC2

APPLICATION
Media Conversion
Off-Line Printing

PROBLEM

Gordon & Gotch is a large Service Bureau running a variety of commercial packages on its Burroughs computers. Gordon & Gotch acquired a service bureau that had previously used a Honeywell system incompatible to their Burroughs machines. With the acquisition they took over the existing data preparation department which encoded data on 20 MDS Key to Tape units with output onto 7 track 200 bpi formatted tapes, suitable for the outgoing Honeywell computer.

Gordon & Gotch were then faced with the problem of magnetic tape conversion from 7 track 200 bpi tapes to 9 track 800 bpi tapes.

REQUIREMENTS

The initial requirement for 7 to 9 track conversion was a fairly simple program change to an existing program from the RC Library.

Two other major peripheral activities of the Service Bureau came under scrutiny. The company produce a high volume of print output and also read in fairly high volumes of paper tape input.



SOLUTION

Regnecentralen Limited put forward a proposal based on the comprehensive range of media conversion programs. The RC 3600 was ordered in October 1974 and subsequently delivered in January 1975.

The hardware consisted of an 1800 lpm printer, a 2000 character per second paper tape reader, 7 and 9 track magnetic tape units and an Operator Control Panel. A further addition of the 75 cps Paper Tape Punch took place in 1976.

The software provided allowed for all the input to be converted off-line leaving their mainframes to get on with their prime task of processing. They also have a program for printing their spooled print files on magnetic tape.

RESULT

The RC 3600 will now perform the production input and output functions requested by Gordon & Gotch. They eliminated the possibility of printer bottlenecks in their own Group and have developed Britain's first off-line Media Conversion Service.

Due to the flexibility of Regnecentralen hardware and the comprehensive range of standard conversion programs they are offering to other mainframe users the facility to benefit by using their service.

One specialist function the RC 3600 performs is the printing onto newspaper, magazine or mailing shot wrappers directly from the magnetic tape. This eliminates the expense of using sticky labels or the Cheshire label process, both of which are time consuming and produce poor appearance and high wastage. Direct printing onto the wrappers has given superior appearance with cheaper and faster turnaround. This demonstrates just a part of Gordon & Gotch's intention of providing a media conversion services both the vital and specialist areas to mainframe users.

CONCLUSION

With its broad range of standard peripherals and over 200 standard applications programs, the RC 3600 is able to serve Gordon & Gotch's clients with very wideranging input/output services at the lowest prices. Low cost is achieved by building special software systems around standard hardware and software modules, with flexibility attained by minor modifications to standard software.

The RC 3600 system installed at Gordon & Gotch is maintained and supported by locally trained staff in the United Kingdom. The "down" time recorded at Gordon & Gotch since installation has been very low and problems have been quickly and accurately corrected. Also, Gordon & Gotch have extensively called on RC London to make minor amendments to standard software so that they can handle a wide variety of customers which other bureaus cannot serve.

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COMPUTER

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