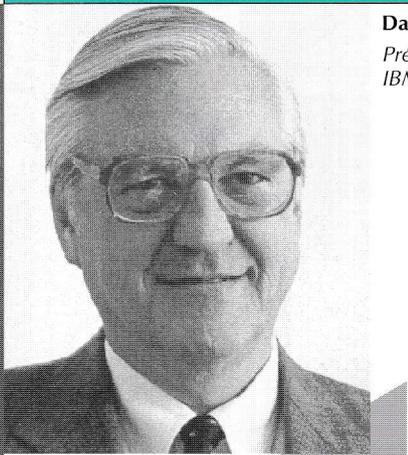




Membership of SHARE EUROPE
is the most effective way to
benefit from the shared experience
of others who also operate
IBM systems under VM or MVS

THE POWER OF POSITIVE SHARING

What is SHARE EUROPE ?



Dave McKinney
*Président Directeur Général
IBM Europe*

Share Europe consistently provides high quality technical input to IBM's developers which has been reflected in many of our product announcements.
Dave McK

SHARE EUROPE is an association of users of IBM systems operating under VM or MVS. Financially independent of IBM, it provides members with access to strategic, technical, managerial and operational information in an effective and inexpensive fashion through its meetings, publications and computer conferencing.

The distinguishing features of SHARE EUROPE are:

- its technical orientation
- international operations, in English
- member-wide electronic communications running seven days a week
- two one-week meetings annually, with strategic, managerial and technical sessions in parallel streams
- has and uses a direct path to IBM development
- attracts membership from advanced industrial, research and academic institutions in Europe and beyond
- provides information relevant to its membership about the activities within the European Economic Community's (EEC) departments.

SHARE EUROPE, formerly known as SEAS (SHARE European Association), was founded in 1961 and has approximately 500 members from 28 countries. SHARE EUROPE operates at an international level, using English as a common language.



1988/89 [IBM archives

www-03.ibm.com/ibm/history/index.html

SHARE EUROPE :

Share the enthusiasm and inspiration of world experts at semi-annual conferences.



Twice a year, in Spring and Autumn, SHARE EUROPE organizes a meeting for the staff of member companies. The meeting format has been developed over the years to accommodate a maximum of possibilities for instruction, exchange and in-depth exploration of current topics between members.

First, a topic is chosen which will be developed at each of the different types of session throughout the conference. Participants may choose to follow this theme topic throughout all sessions, or they may prefer to participate in any of the other parallel working tutorials and seminars prepared around other subjects.

Shorter, sub-themes which do not lend themselves to discussion over five days are also developed especially for those whose time for attendance is restricted.

As probably the most exciting and rewarding aspect of SHARE EUROPE membership, the conferences are organized to reap maximum profit from the exceptional opportunities provided by this assembly of experts.

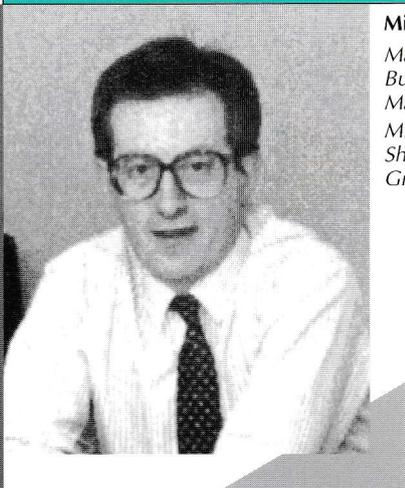
General sessions.

During the week-long conference, mornings are devoted to two or three parallel general sessions including the conference theme. The sessions are devoted to industry trends, leading edge technology and applications – subjects of interest to all members and important for the development of their managerial and personal skills. Speakers are from industry, leading academic institutions or IBM itself.

Projects.

In the afternoons, participants break up into smaller groups or work shops and participate in the development of either the major conference theme, or other specialist themes related to SHARE EUROPE Projects. Although the vital work of these highly technical projects goes on all year round to benefit members, it is most visible and appreciated during the conference sessions.

The programme may include as many as 250 sessions, each organized by appropriate Projects officers. Speakers may not necessarily be members of SHARE EUROPE, but all are directly involved with product development and planning or are specialists willing to share experience and advice on resource use and management.



Michael Martin
Manager,
Business Service
Management
Midland Group,
Sheffield
Great Britain

The conferences are excellent - there is always a range of top speakers on highly relevant topics. Our planning has benefited greatly from information gleaned at SHARE Europe, and we have been able to exert a positive influence on IBM's plans. All in all membership gives outstanding value for money.
Michael Martin

In addition to these two classical types of learning or development experience, SHARE EUROPE conferences are possibly unique as they provide, in addition, an opportunity and a structure:

- for discussion of individual concerns
- for consulting all attendees on problems
- for informal discussions and exchanges of ideas.

BOFS.

Birds of a Feather Sessions are held on subjects proposed by individual attendees during the conference. Delegates who have the same problem, the same concerns, or who can contribute in some way to the discussions can sign up on the proposal form. The number of BOFS is limited only by available space.

Bulletin Board

Exists for attendees with a very specific query or technical problem. This query is set out on a Bulletin Form and pinned up in the registration area for the attention of other member delegates or visiting IBM staff. Space exists on the form for anyone to respond, suggest a solution or propose a meeting to discuss and resolve the problem.

SCIDS.

SHARE EUROPE Conference Informal Discussion Sessions are an integral part of the evening meeting programme. Participants have the opportunity of mixing informally to exchange experiences, ideas and points of view once the more 'formal' sessions are over for the day. SCIDS sessions can frequently form one of the major information exchange opportunities at a SHARE EUROPE meeting.

With such a varied programme available, it is important that attendees have a chance to plan their schedule in advance. Well before the conference date, members receive a pre-conference programme which outlines session topics in as much detail as possible. Member firms are able to plan which of their staff can best benefit from the training and discussion sessions available.

SHARE EUROPE conferences are held at different centres throughout Europe and attract nearly a thousand participants. Working sessions start on Monday morning and continue till Friday afternoon and attractive transportation and hotel rates can frequently be negotiated by our association secretariat.

SHARE EUROPE : Share interests and concerns through on-going activities.



As a professional association, SHARE EUROPE is run and managed by its members, backed up by a professional secretariat at Geneva headquarters. Members are commercial, industrial, academic or research concerns, and in order that no one member assumes more than a just share of the management duties and opportunities, a multitude of committees and groups have been formed to distribute tasks among members' staff. This has the incidental but important advantage of bringing a broad spectrum of interest areas and competence to the management of the association.

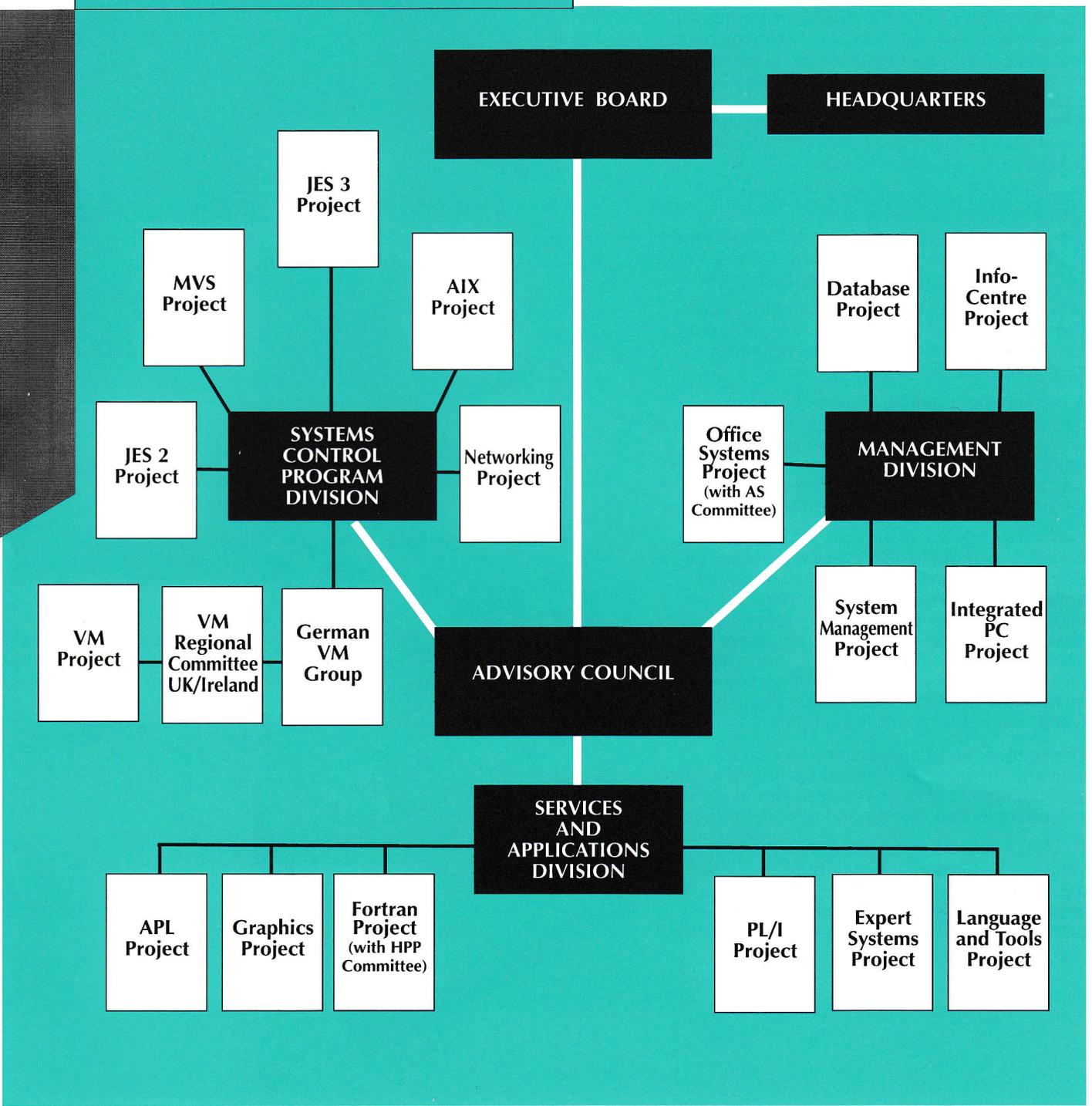
For the majority of members, the semi-annual conferences are the most visible and public aspect of SHARE EUROPE's activities. Work, however, particularly in the project groups, goes on continuously although the conferences obviously provide welcome occasions for group members to meet and discuss projects face to face.

Apart from the responsibility for organizing afternoon sessions at the conferences, Projects assess and evaluate requirements of member installations within their area of interest. Where criteria of generality, quality and priority are met, the Project will support the submission of this requirement to IBM for inclusion in their planning process for product extensions or new product development.

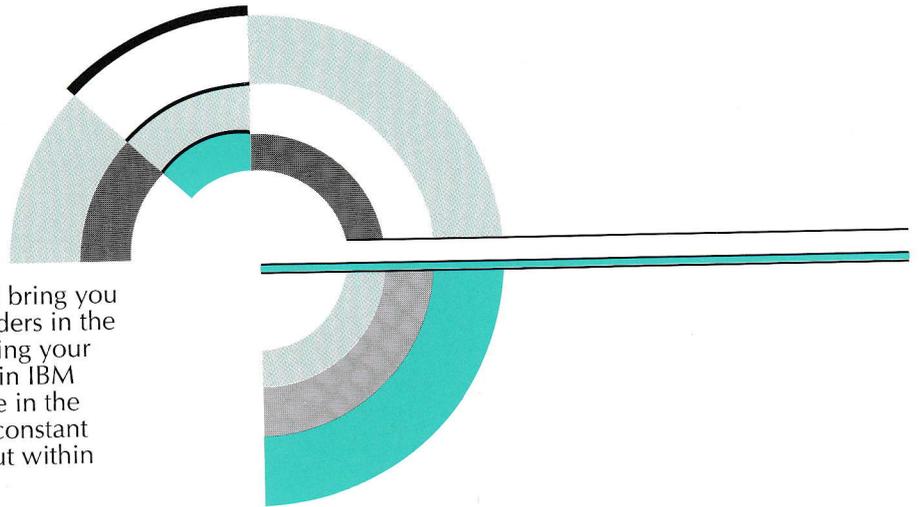
Projects are organized in three divisions and classified by IBM product or technical area: the SCP Division, Services and Applications Division and the Management Division. The projects handled by each of the divisions will change over the years, but a typical selection is shown in the chart.

Special Technical Working Groups (STWGs) are ad hoc groups, sponsored by the Projects or Divisions and brought together to study a particular aspect of IBM's development programme. These operate in a highly confidential field, and participation is limited in number. Meetings usually take place during the weekend prior to a conference and on occasions between conferences as well. Examples of recent STWGs indicate the kinds of technical inquiry where their contribution has been valuable: Open Systems Interconnect, National Language Architecture, OS/2, Future JES, Storage Management and VM/XA/SP.

Activity within one of the Projects or Special Technical Working Groups is valued both by member companies and the executives concerned. For the member company, it means high level involvement with the use and development of a major investment item. Their executives will be fully conversant with technical opportunities, problem solving and research as well as having a direct line to senior IBM management and development. Executives of member companies have a unique opportunity for involvement in major projects and have constant opportunities for technical and personal development.



SHARE EUROPE : Share information through communications and publications.



Membership of SHARE EUROPE will bring you into personal contact with world leaders in the industrial and academic fields enabling your company to optimize its investment in IBM equipment and your executives to be in the forefront of IBM development. This constant communication process is carried out within SHARE EUROPE in three ways.

The semi-annual conferences are discussed elsewhere, but are invaluable for the meeting of minds and synergistic effect of an international group of experts working together.

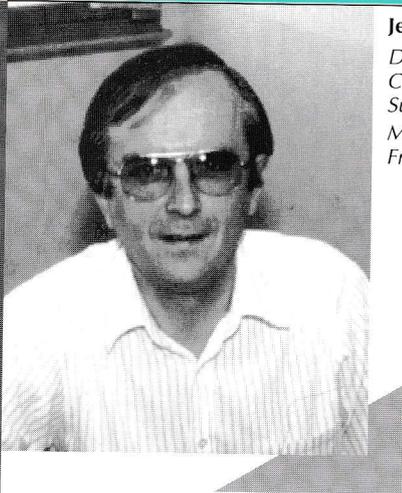
To complement these 'active' information sessions, SHARE EUROPE also undertakes an extensive programme of publications for more 'passive' information sharing in between conferences.

A conference summary is mailed to each participant one week after conference end. Since time will not have allowed a delegate to participate in all the sessions in which he or she was interested, a comprehensive collection of the proceedings are later mailed to each member.

Newsletters of up to 150 pages are mailed for distribution among member installations four times a year. These contain important information about technical developments, reports on work in progress, current news items, insider views of what is going on in the data processing world – a technical up-date keeping members aware of what is happening in their world and in touch with each other.

The Annual report appears once a year to acquaint members in a formal fashion of major association information and activities over the preceding twelve months and of plan for the next year.

White papers are the official, published report on the work of a special study group. These, as well as being circulated among members, are presented to IBM for their consideration, action and comment.



Jean-Claude Ippolito

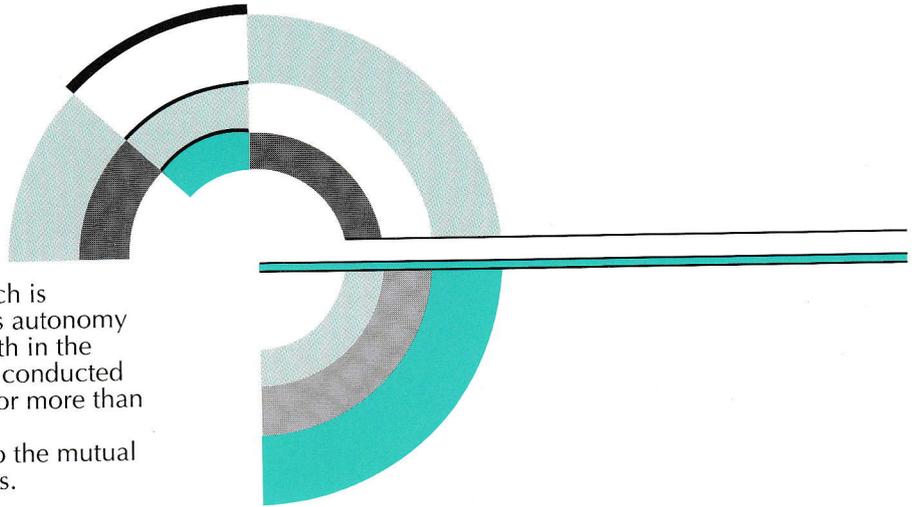
Director,
Centre National Universitaire
Sud de Calcul
Montpellier
France

The Top Concerns publications are vital evidence of the requests and concerns of members about their IBM equipment. IBM's response to the presentations of the Top Concerns group is documented and provides a basis for all follow-up with the company. The Top Concerns publications are important monitoring documents of the work performed by this group and the action, planned and taken, on factors which are critical to SHARE EUROPE members.

Teleconferencing facilities are available to Association Officers and members to promote easy and continuing dialogue between them.

SHARE EUROPE's Communication
system of conferences Proceedings,
and Summaries, Newsletters,
White Papers, Top Concerns
publications etc keeps us
informed throughout the
year about what is happening
internationally. Our
Membership in SHARE EUROPE
becomes more important
to us, each year

SHARE EUROPE : Share dialogue and development with IBM management.



SHARE EUROPE is a user group which is completely independent of IBM. This autonomy gives the association a certain strength in the interactive dialogue which has been conducted between SHARE EUROPE and IBM for more than 25 years. Information, advice and recommendations flow both ways, to the mutual satisfaction of IBM and member firms.

Foremost among the success stories of cooperation between SHARE EUROPE and IBM is that of the Top Concerns process. One of the tasks of the Executive Board is to maintain a list of the Top Concerns of member installations. These issues are frequently strategic and are in areas where it is felt that IBM needs encouragement to act – for new or expanded product offerings, for more flexible or equitable contractual terms and conditions, for enhanced products and services in areas where European needs are different from those in the U.S. At any time there are likely to be ten to twelve items being actively considered.

A delegation from the SHARE EUROPE Board has regular meetings with the IBM Europe President and members of his executive staff at IBM European headquarters in Paris every twelve to eighteen months. The meeting usually lasts at least four hours and past concerns are reviewed for progress and new items introduced for follow-up on both sides. This tradition has a long history. The mood is spirited, the interchange active, cooperative and constructive. It is usually a highly satisfactory dialogue for both sides and it serves to keep SHARE EUROPE in close touch with IBM Europe executive management.

Another area of cooperation has already been touched on, that of the Special Technical Working Groups (STWGs). These were born out of the recognition by both SHARE EUROPE and IBM of the advantages to both sides when a user group is involved in detailed discussions on future product direction and function. The earlier this involvement takes place in the product development cycle the more productive it is for both sides. These Groups may be convened at the request of SHARE EUROPE or IBM, but because of the delicate and confidential nature of the discussions, participation is restricted. SHARE EUROPE members are chosen on the basis of participation in and contributions to Projects work, or where an expressed interest exists in the specialized area to be addressed.



Dr. Elöd Polgar
Project Liaison
IBM Geneva

Our relationship with SHARE Europe is excellent. The lively interaction at Project level is the basis of this fruitful cooperation. Over 15 IBM liaisons and about 100 speakers participate mostly from our labs, 'joint dialogue' at the semi-annual conferences.

Elöd E. Polgar

Full support for the Projects work is also given by IBM which receives the requirements and recommendations submitted by the project groups for inclusion in their planning process for product improvements, extensions or for new products. Each year, SHARE EUROPE submits approximately 200 requirements to IBM.

IBM also participates fully in the SHARE EUROPE conferences, supplying speakers where requested and sending more than a hundred representatives. Most come from the IBM development laboratories, from the presidents and vice-presidents of IBM's development divisions downwards. At SHARE EUROPE's request, no marketing or sales presentations are made, nor does IBM's contribution consist of information which could be learned at an education centre or read in a manual. Instead, these IBM delegates bring explanations and details, available from no other source, which are of very real importance to SHARE EUROPE's members in their utilization of resources.

IBM appreciates hearing loud and clear the independent consensus of thought, opinion and advice of a highly experienced community of users. SHARE EUROPE members appreciate the very real influence they can bring to bear on the development and use of the high cost and important resource with which they work.

SHARE EUROPE : Share benefits.



What benefits can a company expect from membership of SHARE EUROPE?

The semi-annual conferences provide an important forum for the exchange of ideas and information, for exposure to leading commercial and academic thought, for instruction in latest IBM developments, for awareness and exchange of technical know-how.

Access to IBM management through SHARE EUROPE makes each requirement, each problem, each difficulty more likely to receive attention and be acted on.

The possibility of constant contact through member-wide electronic mail, teleconferencing and print means that stimulating and profitable dialogue can continue throughout the year.

Activity within the Projects or STWGs give executives valuable exposure to management and human relation skills. His or her personal development, already strong on the technical side, will be complemented with people and negotiation skills acquired through the group's work and contact with IBM.

Discussions, directions and recommendations which may have long lasting effects on members' interests, whether they be commercial, technical, industrial or research, may be being made in Brussels, Geneva or Strasbourg. Through SHARE EUROPE, it is possible to monitor these developments and assess the tendencies of international decision makers and politicians.

Membership also brings some tangible financial benefits through negotiated discounts.

SHARE EUROPE : Share access to...



Dr. Hagen Hultzsch
Corporate Executive Director
Organization and Information
Systems
Volkswagen AG
Western Germany

Share Europe's Spring and Autumn meetings and year-round communications systems are an invaluable on-going training programme. The pooling of ideas, experiences and knowledge with other IBM system users, combined with the influence we can and do exert on IBM product development, justifies our membership in Share Europe a hundred times over.

Lage Hultzsch

...leading government and non-governmental bodies

Deliberations and discussions which may vitally affect members and their interests can be monitored on SHARE EUROPE's behalf in Brussels and in major institutions which affect members' performance. Decision makers can be identified and accessed where necessary through the association administrators.

...other industry associations

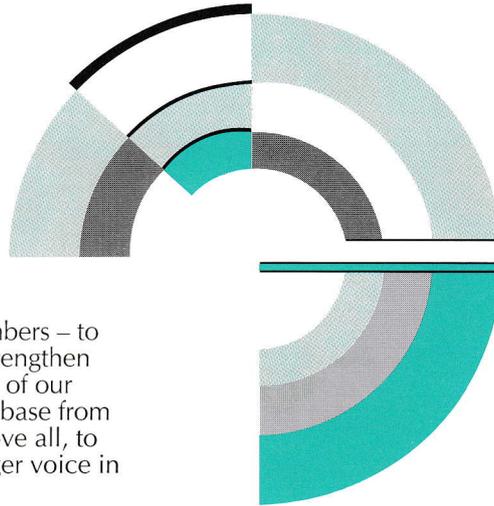
SHARE EUROPE is one of the founding members of the International User Group Council (IUGC), which represents IBM user groups from all corners of the globe. This means that members are constantly aware of developments in projects undertaken with IBM which benefit from the diverse geographic and application interests of a world wide user community. SHARE EUROPE, as one of the few international organizations which cover both very detailed technical topics and strategic technical issues, is active and supportive in such projects. Joint world-wide international projects between user groups are another extremely powerful way of influencing IBM.

...a quality membership base

SHARE EUROPE is privileged to count an impressive proportion of commercial, industrial, university, research and administrative installations among its members. These are a cross section of the most advanced and highest level users in all European countries. Association affiliation provides all levels of staff at member establishments with the opportunity to profit first-hand from exposure to latest developments; from interaction with academic and non-academic leaders; from active participation in future developments.

president 1983/84

SHARE EUROPE : Share in a dynamic organization by becoming a member.



Why not join ?

SHARE EUROPE welcomes new members – to bring fresh impetus, to innovate, to strengthen Projects activity, to broaden the range of our technical competence, to expand the base from which it draws future officers and above all, to enable it to speak with an even stronger voice in negotiations with IBM.

New members are welcomed, particularly those who will participate actively. Join the current members whose management understands and supports the association's objectives and who sends delegates to each meeting. Join those delegates chosen for their competence, initiative and their ability to participate actively in a multi-national, volunteer organization with a wide range of interests and an awareness of rapidly evolving technical priorities. Become one of those new members who appreciates the tangible and intangible benefits that membership brings. One of those new members who has probably already benefited in some way from previous activities of SHARE EUROPE.

It is a challenging atmosphere.

But before joining, why not come to a SHARE EUROPE conference and see for yourself how membership can actively benefit your organization? The Geneva head office is always happy to arrange this for interested potential members. The Secretariat will give you details of planned sessions and have documentation forwarded to you.

Fees are nominal in the light of potential return, especially when compared to the cost of commercial education and consultant fees. Annual membership fees are currently Swiss francs 950.–. Conference fees are Swiss francs 700.– per delegate. A 40% discount on membership and meeting fees is offered to installations which qualify for IBM's academic discount.

An application form is included with this brochure or can be obtained from SHARE EUROPE headquarters:

SHARE EUROPE Headquarters
17, rue Pierres-du-Niton
CH-1207 Geneva
Tel. (+41 22) 735 40 66
Fax (+41 22) 735 47 51

Members of the SHARE EUROPE Board would be glad to discuss in person any specific points of interest or inquiries you might have. Or simply have our headquarters give you the name and phone number of your nearest Contact Officer for a local opinion and perspective of association membership and its benefits.