Using EDI Questionnaire

My name is and I'm calling from INPUT, a Market Research Firm in California, We have a special research program in Electronic Data Interchange, and I understand you are using EDI. Is that correct? If you have a few minutes, I'd like to ask you some questions which are designed to help improve EDI services and software. The results of our survey will be read by the companies offering EDI products. By the way, we won't be identifying you or your company in this survey, only the aggregate results. In exchange for your help, I'll send you a summary of our survey. Fair enough? 1. Can you tell me when you started using EDI? a. _____ this year (1988) b. ____ LAST year (1987) c. 1986 d. 1985 or earlier 2. About how long did it take to you implement your EDI, once you got started? ____3 months _____6 months longer—how long?: 3. Where there any particular problems that stick out in your mind regarding getting your EDI system up and running? 4. How did you go about IMPLEMENTING EDI? Did you: a. Contract with a THIRD PARTY to help implement your EDI system? □ ves □ no (IF YES ASK:) Why did you take this approach? [IF YES] Since you used a third party to help you implement EDI, was that third party: [READ OPTIONS] An independent consultant? (ii) A professional services firm? (iii) ____ An industry association? [IF YES:] WHO? (iv) A communications company, such as a value added network? (v) _____ A Remote Computing Service? (vi) _____ A financial services organization?

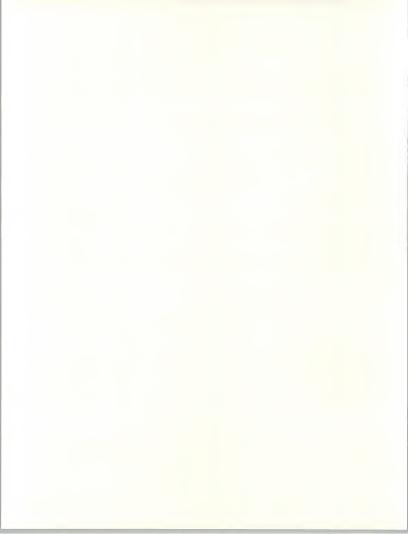


TOTALLY YOURSELF? Is that correct? ☐ yes ☐ no
5. Was your EDI IMPLEMENTATION MANAGED BY THE FUNCTIONAL DEPARTMENT (such as marketing or order entry), or did INFORMATION SERVICES (IS) MANAGE its implementation? a IS functional dept c committee d d/k _ e other answer: other answer:
6. Did you start using EDI in response to a major customer or customers, or did you did for your own reasons?
customers own reasons:
What were those reasons?
Communications & Hardware Environment
7. What TYPE OF COMPUTER are you using for EDI? Is it a amicro ba mini or ca a mainframe? dother specify:
 8a. Do you think that the computer equipment you're now using for EDI might change in the foreseeable future, say the next two or three years? □ yes □ no
b. WHY would it change?
Comments:
9a. Are you doing EDI DIRECTLY WITH YOUR TRADING PARTNERS or do you go through A THIRD PARTY DATA NETWORK?
b. [IF THIRD PARTY NETWORK] Which network are your primarily using for EDI? AT&T GEISCO McDonnell Douglas' Tymnet
McDonnell Douglas' Tymnet Sterling Software's ORDERNET IBM Information Network Kleinschmidt
other:

[IF NO] Based on your answer, I assume your staff implemented the system



b. WHY that rating? 11. On a scale of 1 -5 with five being "HIGHLY RATED," he party network in terms of: a. Overall technical quality 1 2 3 4 5 b. Customer support 1 2 3 4 5 c. Price 1 2 3 4 5	
party network in terms of: a. Overall technical quality 1 2 3 4 5 b. Customer support 1 2 3 4 5	ow would you rate the third
party network in terms of: a. Overall technical quality 1 2 3 4 5 b. Customer support 1 2 3 4 5	w would you rate the third
b. Customer support 1 2 3 4 5	
T. C.	
c. Price 1 2 3 4 5	
d. Clearness of the bill 1 2 3 4 5	
e. Do you have any specific complaints about the netwo	rk you are now using?
On our scale of 1-5, with 5 being HIGHLY IMPORTAL your network vendor to connect with another network important is it for you to send EDI documents to someon network? 2 3 4 5 Why that rating?	In other words, how
13a. On a scale of 1-5, how important is it for you to be able EDI document to a trading partner, THROUGH THE N have it printed and mailed to the recipient. 1 2 3 4 5	to send a hard-copy of your ETWORK in other words,
b. How about sending a document to a FAX machine ho scale of 1-5.	w important is this on the
1 2 3 4 5	
c. Why did you rate these two, hardcopy and FAX, this wa	ıy:



	last year? In other words, for using the network you described above? \$
15.	As part of your INTERNAL EDI development work, I presume you directed some of your people to the project, correct?
a.	Could you estimate the amount of effort this internal development work cost, in a dollar amount? An approximation would be fine. I will be asking about development work in systems linked to EDI, but first, I'd like to get a sense of the work associated with developing ONLY your EDI capabilities. \$ [IF CANT ESTIMATE DOLLAR AMOUNT] How about in terms of "man-days" or months of effort? (day/months/years - circle which).
b.	Now, we know that EDI can stimulate other development work, for example, on your purchasing system, order entry or accounts receivable systems. Has EDI "stimulated" any other internal development work? Y/N. [IF YES] Could you tell me a little bit about these projects? What systems were involved?

Can you estimate the dollar or "man-day" effort associated with these EDI "Stimulated" Projects: \$______ or ____ days/months/years.

14. Could you tell me approximately how much you figure you've spent on EDI services

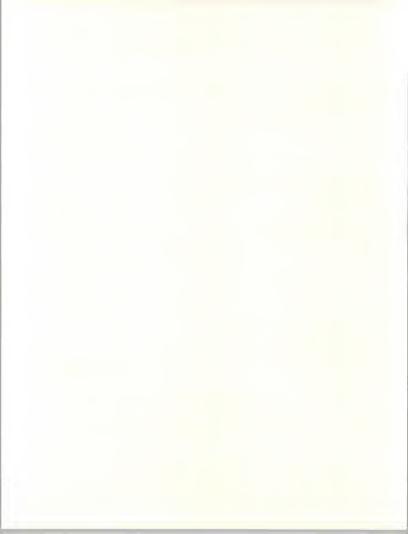


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Sa	ttw	aı	P

Nex	ct, I have a few questions about EDI Software.
16a	. Did you WRITE THE EDI SOFTWARE yourself, did you PURCHASE it, OR did you BUY A PACKAGE AND CUSTOMIZE IT? (i) Write (ii) Purchase (iii) Buy and Customize
b.	Why did you take this approach?
c.	If you purchased software, what vendor did you choose?
d.	Why did you choose this particular company?
17.	Could we rate the importance of software features? On a scale of 1-5, with 5 being very important, how important is it for EDI software to:
a. :	BE INTEGRATED with other business applications such as accounting, inventory, etc. 1 2 3 4 5
b.	Support GRAPHICS 1 2 3 4 5
c.	Be EASILY USED by non-computer users 1 2 3 4 5
d.	Have ENCRYPTION capabilities 1 2 3 4 5
e.	Be EASILY UPGRADED to new standards 1 2 3 4 5
f.	ACKNOWLEDGE successful transmission 1 2 3 4 5
g.	Report EXCEPTIONS clearly 1 2 3 4 5
h.	Have a MAINTENANCE AGREEMENT for updates/fixes 1 2 3 4 5



18.	With regard to INTEGI accounting, or purchasi					other applic	cations such as	S
a. b. c.		ULTAN your oth	T OR F	ROFES cations.	SIONAL OR	SERVICES	firm to integ	
19.	What do you think is no applications?	eeded to	make E	EDI soft	ware work	k more close	ely with your	other
_								
20.	What transactions are via EDI, and in what time	you no	w doing	throug	h EDI, an	d which do	you plan to o	do
Ту	pe of Document	now	Time 1989	Frame	d/k			
a H	Purchase Orders FROM customers							
b	Purchase Orders O suppliers			_	_			
c	Invoices				_			
d	Bills of Lading			_				
e	Payments		_	_				
f. O	thers	_						
21a	. Do you think there are EDI standards? Y/N	any add	 litional	 transact	ions or in	formation st	ill needed fror	n the
b.	How about any speci	ial need	s in yo	ur indı	stry that	are not bei	ng addressed	?
c.	Comments:							
_								
22.	Could you estimate to TRANSACTIONS, fi	be your rst betw	GROV een the	VTH IN end of	THE N 1986 and	UMBER Of I	OF EDI last year (198	7)?



	And how about your EDI EXPECTATIONS FOR THIS YEARwhat percentage of growth in transactions would you estimate?% ments:
	Have you done any cost analysis, on a per-transaction basis, of your PAPER BASED systems for purchase order processing, invoicing or other routine paperwork of this nature? (If yes: What did you find out?)
25.	Have you done any analysis of the cost, on a per transaction basis, of any EDI transactions? (If YES: What did you find out?)
	With approximately how many other companies do you exchange EDI TRANSACTIONS: a. 1-5 b. 6-10 c. 11-20 d. 21-30 e. 31-40 f. 41-50 g. 50+ how many:
27.	Do you have any estimate of how many additional companies you will be adding to your EDI THIS COMING YEAR? a. 1-5 b. 6-10 c. 11-20 d. 21-30 e. 31-40 f. 41-50 g. 50+ how many:
Issue	es
	Final Part of the Survey Deals with EDI Issues and Concerns. Do you just a few more moments?
(Let me read you a list of issues and problems which we believe people may be concerned about, and ask you for a rating, again on a 1-5 scale, with "5" being "a serious concern" and 1 being "not a serious concern" and get your reaction:
H	low much of a concern are:
	The actions of your COMPETITORS with regards to EDI 1 2 3 4 5



b.	Concerns about the ENTIRE SYSTEM including hardware and software which you may install $1 2 3 4 5$
c.	Concerns about the COST of Using EDI 1 2 3 4 5
d.	Network/Data SECURITY 1 2 3 4 5
e.	Software MAINTENANCE 1 2 3 4 5
f.	INTERNATIONAL EDI capabilities, that is, the ability to do business with people in other countries $\begin{bmatrix} 1 & 2 & 3 & 4 & 5 \end{bmatrix}$
(e.i	.) Are you doing any international trading now?
g.	Changing BUSINESS PRACTICES, for example managing the change from paper forms to electronic forms 1 2 3 4 5
h.	1 2 3 4 5 RELIANCE on ONE VENDOR or Service 1 2 3 4 5
i.	VENDOR VIABILITY 1 2 3 4 5
j.	EDI STANDARDS and COMPATIBILITY 1 2 3 4 5
k.	OTHER CONCERNS?1 2 3 4 5
1.	1 2 3 4 5
sho oth	AT CONCLUDES OUR FORMAL INTERVIEW. Is there anything else you think we uld consider in our report on electronic data interchange? Are there any colleagues at er companies we might call? Phone:
our you [IN	ank you very much for your help. Your comments are appreciated, and will help make report most informative and valuable. We should have the executive summary out to within 6-8 weeks. Can I verify your address and a little about your company? TERVIEWER: COMPLETE COVER PAGE REGARDING SALES REVENUES, MBER OF EMPLOYEES AND INDUSTRY SECTOR.]
Tha	anks again.
IN	TERVIEWER: PLEASE EVALUATE THIS RESPONDENT:
a	very helpful bsomewhat helpful c not helpful

