

INPUT[®] EDI Reporter

A Monthly Publication from INPUT's EDI Planning Service

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ANNOUNCED AT INPUT EDI CONFERENCE: TELENET/ORDERNET AGREEMENT

In an announcement that startled the nearly 70 attendees at INPUT's EDI Conference in July, William Plumb, President of the Ordernet Services Division of Sterling Software revealed that Telenet, the world's largest packet-switched network would offer Ordernet's EDI services to its corporate customer base.

The agreement, said to be the first stage in the relationship, is expected to complement the marketing position of both companies. Ordernet will gain

greater exposure because of its connection with the international VAN, and Telenet will add the capabilities provided by Ordernet. "This agreement...[will] accelerate our strategy of capturing a larger portion of the Fortune 500 market," said Plumb. "With Telenet we can expect to substantially extend our market reach by leveraging their nationwide sales and support organization".

According to Richard Kozak, Telenet's Messaging business unit manager, "The alliance...will allow us to achieve substantial growth in the EDI marketplace."

Telenet has been receiving requests from its customers for EDI services, some of whom have threat-

ened to sign with other network services to access them. Now, Telenet will resell and private label Ordernet's EDI services sometime in the fourth quarter of the year, as final procedures are arranged between the two companies.

INPUT understands that the agreement contains provisions preventing Telenet from selling into Ordernet's primary businesses: Pharmaceuticals, hardware, housewares and grocery. This leaves a lot of territory, with the international marketplace remaining to be discussed between the two companies.

How will this impact other EDI service providers and potential players? David Bezaire, Manager of Electronic Communications Products at CompuServe told the EDI Reporter "Ordernet has always been a competitor and obviously will be stronger in conjunction with GTE. That doesn't affect our plans. We'll deal with the overall competitive situation...it's not a huge change." CompuServe's EDI service will be announced later this year.

A current EDI services provider feels it may be difficult to get Telenet's sales force "turned on" to selling someone else's service. Our source feels Telenet's motivation was to sell packet switched networking to Ordernet which principally relies on 800-access numbers. However, INPUT feels that while this may be a hidden benefit, the fact that the agreement gives Telenet EDI technology without an expensive development effort was sufficient cause for the arrangement.

INPUT will monitor this agreement and provide further news as it develops. Reports on the INPUT conference, "EDI: New Competitive Directions" will be in future issues.

INTERVIEW: STERLING SOFTWARE

Originally part of Informatics General, the Ordernet Services Division of Sterling Software (SSW) was the first third-party EDI service provider. The Ordernet service and industry format

were developed over 10 years ago in association with the National Wholesale Druggists' Association. Services to the hardware and other industries have a similar history of trade association involvement.

INPUT's Vic Wheatman interviewed David Dodge, Director of Sales and Marketing and Tom James, Manager, Marketing Communications, at the Ordernet division's Columbus (O.) headquarters, prior to the announcement of the Telenet resale agreement.

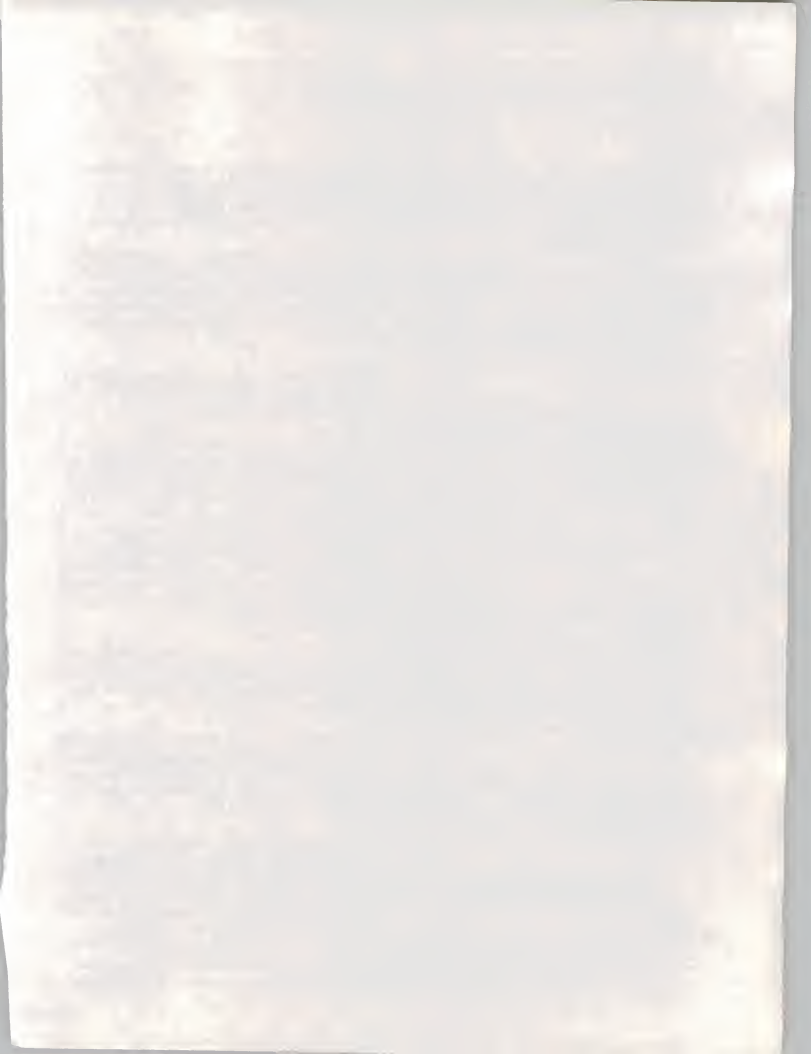
VW: Ordernet has announced additions to its services, with greater support of X12 standards. Could you explain your direction?

DD: Over two years ago, we recognized X12 was going to be a standard many people would use, and this would have an effect on our current customers. We developed an X12 offering to be included with all the other formats we support: UCS, Ordernet, Comm-Net, Eagle, and all the transportation/TDCC standards. When we talk about X12 standards, we're talking about chemical, steel and auto/AIAG standards. As far as we're concerned, X12 is another network services capability offered our current customers and prospects.

VW: There's been some controversy involving unnamed parties regarding so-called proprietary "closed" formats (and Ordernet is said to be this) versus an "open" standard.

TJ: Anyway you look at it, it's an open network once we get to UCS and X12, and we provide full network service. For example, we support X12 or UCS between two customers or between one customer and any other UCS or X12 non-customer entity.

DD: If you want to single out those formats as private they're really not but they ARE specific to the industry. The NWDA wanted a format for themselves. The medical and surgical distributors trade association wanted a format because there was none supporting their efforts. The Eagle formats are for the hardware and housewares industries. Again, there were no formats. Lacking any official body to develop formats, Ordernet Services was positioned to be both



the service provider and format developer. And we do not charge people to use these formats, there're no annual fees or communications ID charges. From the standpoint of the term "proprietary" I would rather say they're private industry formats used by industry or association members.

TJ: This controversy, (if there is one) is simply a reflection that we became involved with EDI so early, that people hadn't even thought of ANSI yet. Rather than just sit around and wait for someone to come up with ANSI, Ordernet, Comm-Net and Eagle were developed.

DD: We have developed translation capabilities for all those formats to talk to each other so that NWDA members can talk to the grocery community, for example. Likewise, you may know that George Klima of SuperValu (grocery wholesaler and chain) buys from pharmaceutical manufacturers, health and beauty aids and over-the-counter drug people through Ordernet Services. Each industry recognizes its own formats, which are fairly unique. They also recognize that someday, everybody may go X12. In the meantime, the reality is people have to do business.

VW: You have worked with the First National Bank of Chicago to develop a media conversion service and now you're going alone with EDI/LaserMail service. What is its value?

TJ: Let's take the example of a hardware wholesaler. Without media conversion, he's going to have to support both electronic and paper processing, so there's two systems. Through media conversion, he can do things 100% electronically. We will produce paper documents cheaper than they can do it themselves. They're not supporting two different media, and chances are the paper documents are getting where they did before at a lower cost and in a standardized format. That would tend to make the manufacturer who receives standardized purchase orders get used to the EDI idea. I think it would also tend to prime the pump. The paper based customer will say, "Hey, I like the way this works."

DD: One customer told us that for every purchase

order they send electronically, they save \$6. So a strategic decision was to save as many \$6's as they can. One of the ways was to use EDI/LaserMail. They got 100% of the electronic benefits even though the recipient was not electronic. It's going to be a while before everybody does EDI, so you need to build some facilities in-between. You can call it a crutch, or a bridge, but we think EDI/LaserMail and our EDI/Fax service will get people 100% electronic on the sending side, and the receiving side will begin to see the benefits. Just like CRT terminal users have battled through years of needing hardcopy: sooner or later you're going to have to pull the thumb out of their mouths, get rid of paper and do everything on the screen. But meanwhile, paper has some value.

TJ: It should definitely help the case of EDI by making that first, if somewhat tenuous contact with the standardized document.

VW: You mentioned EDI/FAX service. Is that released?

DD: It has not been released. We're not sure what name we want to give it in the marketplace, and we're still conferring with trademark counsel.

Our interest is that there are some very time critical documents our customers want to send to non-EDI partners, and if that partner has a facsimile machine, it can be accomplished. It makes good sense for small documents. If we're talking about 40-50 pages, it's not going to be as cost-effective. Think about all the time-critical cases: It could be a company opening a new store and to do it quickly, they need to get orders out as fast as possible. Likewise in pharmaceuticals. There could be some very high value, critical drugs or products and they need to get that order into somebody's hands in a matter of minutes. It becomes very beneficial. We're very customer driven. Every time we add a new product someone says "that's great, but can you do this?" We're looking at every one of those suggestions.

VW: Facsimile has become the VCR of the last few years, so you're tying right into FAX growth.

DD: We see FAX as an EDI add-on. However, if I was



in E-mail now, I would see FAX taking away a large piece of both intra- and inter-company mail because you no longer have to key and you're taking documents with graphics that cannot really be keyed in now. I see a lot of potential loss for E-mail, but not for EDI which is still computer-to-computer with no data entry.

VV: What are your perspectives on EFT and EDI?

DD: A lot of people are reevaluating EFT... or do we call it Corporate Trade Payments? Our understanding is that the banks are positioned with the ability to transfer funds but have not been able to demonstrate the ability to handle the volume of data that comes in out of remittance advices, which is tremendous.

VV: Isn't there also reluctance to get in a position of potential liability for erroneous information or failed transactions?

DD: I don't know that is really an issue here anymore than it is in the transmission of purchase orders or any other transaction documents. But our understanding is that Bergen-Bruswig does about 5% of their business using Corporate Trade Payments, and this represents a very high percentage of CTP in the U.S. The pharmaceutical industry is aware of the amount of information that can come on an invoice as it relates to line item detail. It is generally six times more on an invoice than it is on a purchase order. I think for banks the hesitation may center on the question of how to avoid choking on the volume of data.

VV: Ordernet is the only service provider creating a data base from EDI traffic. Obviously the people involved need to sign off to allow the data to be used that way. You're involved in pharmaceuticals as well as veterinary medicine....

DD: Actually, veterinary medicine is not doing EDI right now. Our initial involvement was their need for market share data. The way you do that is solicit sales information from the distributor to an end point, by ZIP code, by product, sales or costing price so you can determine penetration and market share in a

salesman's territory. It's not really tied yet to the EDI application. The tracing is from the wholesaler's sale.

The reason for the EDI-generated data base is because of our pharmaceutical customers. Some have formed associations to do business with multinational corporations, and they've asked for information consolidation to produce reports. It's primarily mailbox consolidation, data collection and either providing raw data or reports from that data.

VV: Are the hardware people (Eagle) interested in this application?

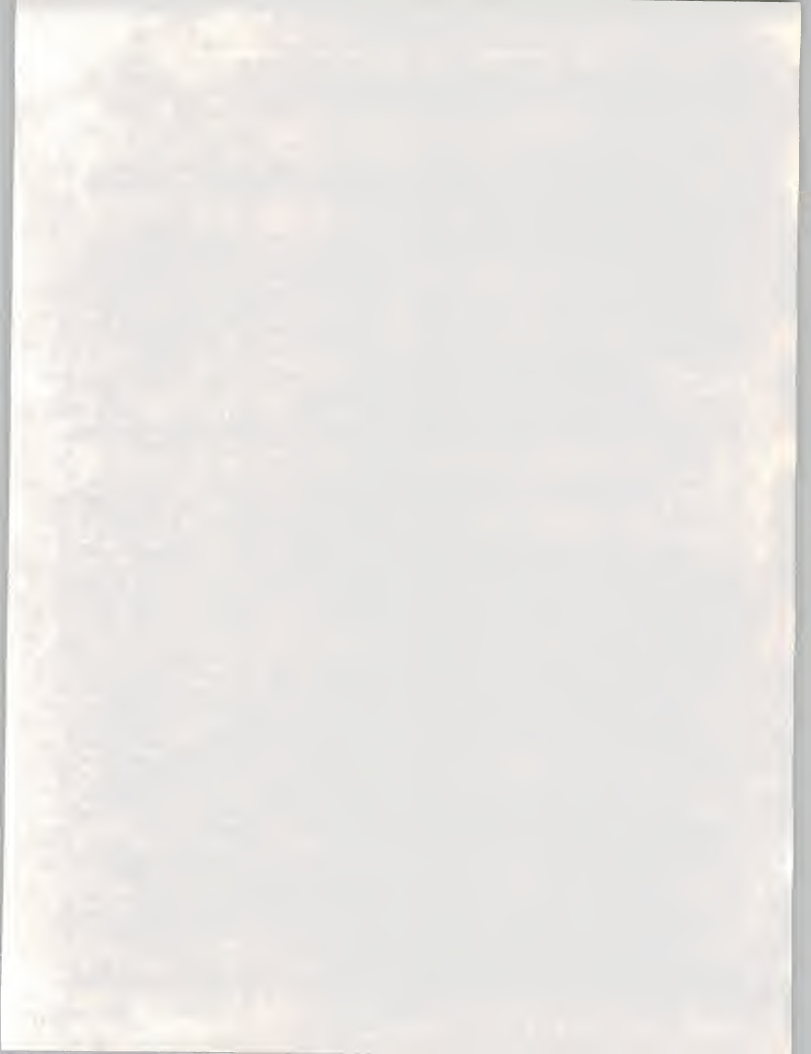
DD: From the association level, there is interest, but it hasn't gotten far enough yet to determine.

TJ: By way of clarification about our animal health database, we're involved animal drugs, but there's also chemical and food additives. We're talking about the livestock industry in the sense of where many of these products are going. And then in human health, there's EDI for some of the data base information for reporting such as hospital supply. Then there's also a larger area of non-EDI data base services such as what we're doing in the People's Republic of China.

DD: Basically they audit prescription drugs to determine usage patterns. It goes to the pharmaceutical manufacturers who want to know how the drugs are being used and the diagnosis that goes along with it. That's now been expanded: A tremendous number of drugs are dispensed in nursing homes, doctors offices, and chain drug stores. The opportunity for people is to service those accounts. Let's go back to patient service. If a patient can buy drugs right from the doctor before they leave, why do they have to make another trip to the drug store?

TJ: The data is either transformed into aggregate information or it's available only to the company that was the source of the information. The confidentiality, integrity and security involved with the information means it is never provided in other than aggregate form.

DD: In the case of animal health, the wholesalers and



manufacturers agree to how they want to do it. They all sign off on it, otherwise we don't do anything. Our role as an EDI provider is to transmit the document, checking its format, and sending it on. We don't open it up and take a look at it.

VW: What about international activities for Ordemet?

DD: We're in the process of developing relationships in the Far East, the U.K and Western Europe. There's every reason to believe the service and capabilities we offer in the U.S. can be leveraged and offered in those areas as well.

VW: As you get out internationally, would you still be using 800 service or would you be looking at other data communications methods.

DD: We'll be looking at the least costly methods, whether satellite, cable, common carrier or possibly dedicated facilities.

VW: Since we brought up the issue of 800 numbers, obviously there's value in being able to access your services toll free from virtually every telephone in the U.S. and a lot of Canada. But some people think 800 services are oriented towards telemarketing and late night TV ads for Ginsu knives and the like, rather than data communications. It's a perception issue more than a technical issue. Could you talk about this?

DD: Believe me, if there was a VAN that could offer a bisynchronous network from 197 million locations like 800 service can, then we certainly would be looking at it. From our understanding, 800 service goes through one-tenth the number of switching nodes than a local dial-up VAN, so instead of 16 nodes, you probably run through two, which means fewer points of failure, and an absolutely clear and precise service. In the 12 years we've been in business, we've never had any problem with service or adding new lines. I guess twelve years of good service speaks for itself.

VW: What about the costs?

DD: We're currently providing 1-800 dial-up asynch,

or customers can come through VANS for asynch dial-up. The cost for bisynch is about three times asynch but the speed is four times faster. So when it comes down to the customer's real cost and price, it's almost the same as asynchronous service. And we're happy with AT&T's price decreases. What our customers like is transparency. Their systems are set up to automatically dial. They don't care if they're dialing long distance, it's all transparent. As long as it works, let's not mess with it.

TJ: I don't think there can be too much argument about relative reliability and the standards for continuous high performance on 800 systems. Their record is probably better than the alternatives. The redundancy built into the system is enormous.

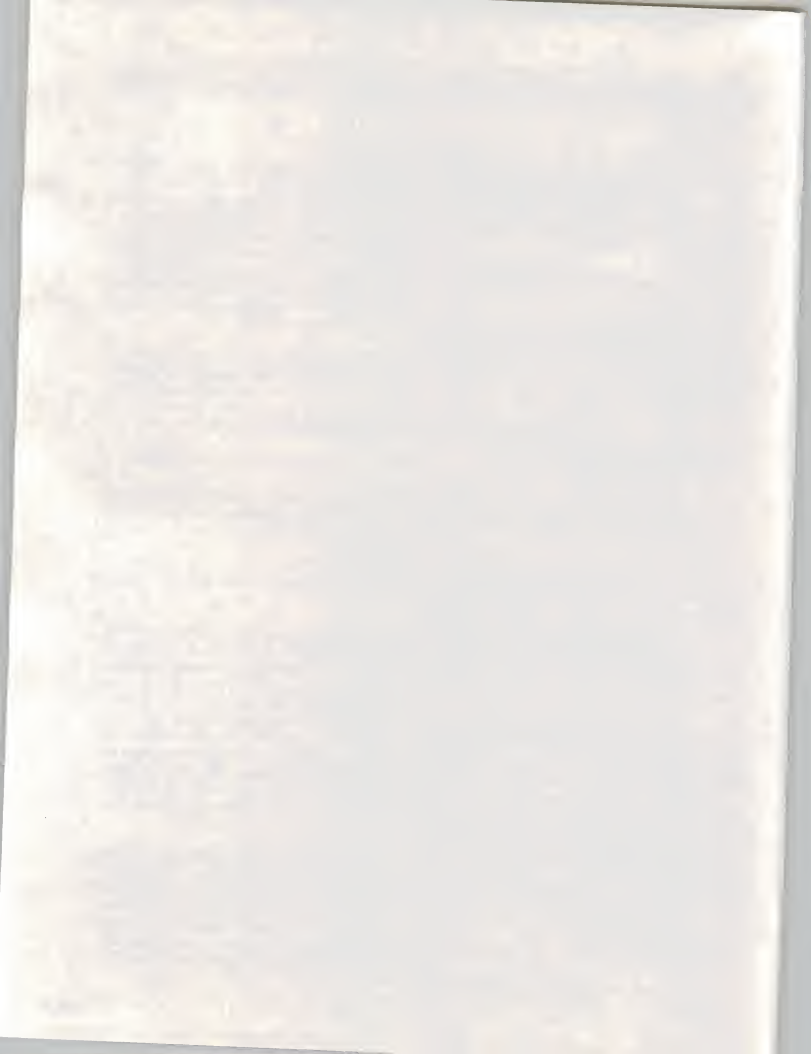
VW: Ordemet is principally in pharmaceuticals?

DD: We do business in 10 industries. Pharmaceutical is the largest, with hardware and housewares second and grocery third. UCS has been growing very rapidly.

VW: Are you seeing any interest in the services sector for EDI?

DD: Maybe we ought to back up and ask "why does EDI work today, who is using it and why?" Those using EDI are extremely concentrated marketing and trading communities. Those 10 industries probably represent where 90% of EDI is being done, primarily between wholesalers, distributors and manufacturers. A high volume of transactions take place daily. They have benefits because of just-in-time inventory management and savings in transportation. The transportation industry is saving on paper costs. We're vertically focused in markets with large numbers of trading partners.

VW: Since the time you first got involved in EDI, there have been many newcomers: GEIS, McDonnell Douglas, the people down the street at CompuServe are making noises as is Western Union, Telenet and others. What do you think about these developments? You're getting more competition, but also these people are generating interest in EDI.



DD: Well, IBM's in it, which means they believe it's an industry. It confirms what we've been saying all these years, that there's a hell of a lot of benefit in EDI. The fact there are so many people in the business also indicates there is pressure from their customers. It goes without saying that all the companies you mentioned have quite a few customers saying "we need EDI." That's how Ordernet started, when somebody said "Well, we've got this purchase order to the point where we can print it on a line printer. Why don't we just send it electronically?" It began because of the customers' needs. It is not a high-tech product or application. It IS a major change in the way people do business. When you go from paper to electronic, there's a lot of people involved and they're buying into it.

VW: Who specifically in a company needs to buy into it? Obviously it's to the benefit of the purchasing organization. But that guy may have been in his job 10-12 years. He's involved in a cadre of people....

DD: On the manufacturing side, if they're being driven by their customers, then the sales and marketing departments are always the ones to buy into it. Then their MIS department needs to buy in and support them. On the purchaser's or customer's side, it starts with either the purchasing or merchandising manager. Then you bring in the distribution manager because it's a warehousing type of organization, as well as the MIS department. We deal a lot with inventory, merchandising, and MIS managers on the purchasing side, the sales and marketing organization on the manufacturing side, and MIS on both sides.

TJ: The manufacturer also looks at himself as a purchaser, not just a seller.

DD: General Motors supports its dealers which would be its distributors or purchasers. GM is also a buyer: oil, fenders, hubcaps, etc.

TJ: EDI is not some kind of new high-tech service you can sit back and sell. There's a lot of customer service. Our people are very involved with the customer base, helping them get installed, come up with new applications, and so on. It requires a fair amount

of assistance. I don't know how happy some of our larger competitors are going to be with this kind of intensive customer contact.

VW: So you also need to provide what we call professional services: training, consulting, etc.

TJ: One of the things that keeps coming up, and I'm a little sensitive about, is that some of the companies now entering EDI are large organizations. There's more name recognition than there is for Ordernet Services. One keeps running into articles about EDI listing these companies with a fraction of the number of customers we have....

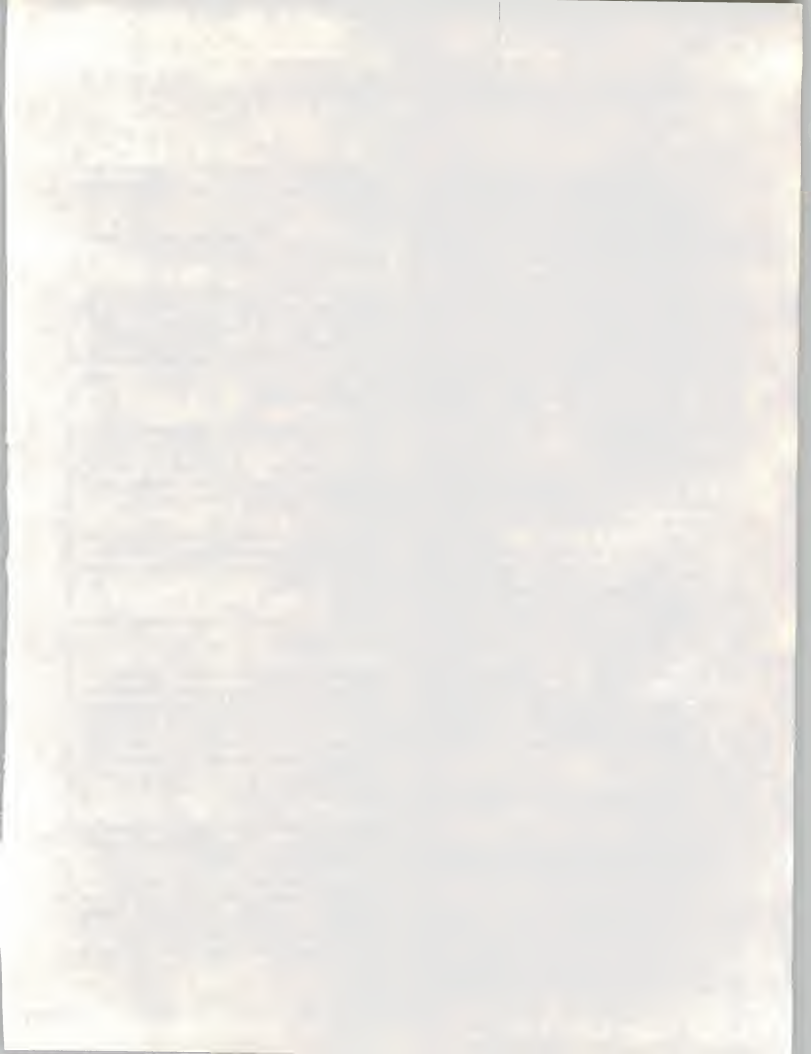
DD: Part of that may come from the fact that in August 1985, Sterling Software bought Informatics and possibly many people lost the name Informatics. Sterling Software is a \$250 million company, one of the top five software companies in the U.S.

TJ: The name recognition for General Electric and McDonnell Douglas is in the world of manufacturing, and it's only second-hand carried over into the world of data processing.

DD: We may never be the biggest company, but we may be the best.

Comments: As noted, this interview was conducted before the resale arrangement with Telenet was announced. INPUT estimates that Sterling Software's Ordernet Division has approximately 20.5% of the EDI services market based on the number of customers, and 26% based on 1986 revenues. With nearly 700 customers now, the company projects it will have 770 by December 1987.

Because it is an EDI pioneer, Ordernet's growth rate may be lower than new market entrants, but its closeness and responsiveness to its users over the years means it will maintain a significant portion of the market, particularly in those industries it services. Now, with Telenet private-labelling and reselling Ordernet's EDI services, penetration into other industries, and particularly the Fortune 1000, can be expected.



SEMINAR: THE HOWS AND WHYS OF INTERNATIONAL EDI

Last month, the National Industrial Transportation League (NITL) sponsored a seminar focusing on the costs and productivity benefits of international EDI (IEDI).

According to the league's newsletter, Dennis McGinnis of North American Phillips (and chair of ANSI X12's International Project Team) compared X12 to standards being developed for international use under the United Nations Joint EDI team (UNJEDI) saying "There is nothing in the international syntax that prevents you from using the ANSI messages that you are using (domestically) today."

Lee Foote of E.I. DuPont noted that in contrast to domestic shipments, international trade involves many participants and many transactions between them, meaning hundreds of documents for a single shipment. With EDI, a company enters data once. The information is easily accessible and instantaneously transferred, and standardized documents are used by all involved. According to Foote "The export business is very paper intensive which can lead to mistakes, delays, and high administrative costs. However, the competitive nature of the export business, given off-shore producers seeking the same markets, often makes timeliness a critical success factor. Therefore, exporting activities are a prime area for computerization....The only real barrier...is our own inertia. The one solution to this is do it."

IBM's Peter Idema, Director of the International Purchase Office and Distribution Center described the U.S. Import/Export Operations Center (IPODC) at IBM, and its global communications network which provides order status and other information. He explained how the company system supports "continuous flow manufacturing (i.e. just-in-time).

Ron Johnson, Manager of Customer Interface Systems at American President Lines described the range of services his department provides, including voice response, and the Direct Computer Access Import Information System which links EDI applications through the U.S. Custom's agency's Auto-

mated Manifest System. He noted that while APL supports the TDCC family of standards, it is difficult to implement international standards. "Migration...is slow, but not non-existent." He also noted that the biggest challenges in starting EDI within a company are managerial, not technical.

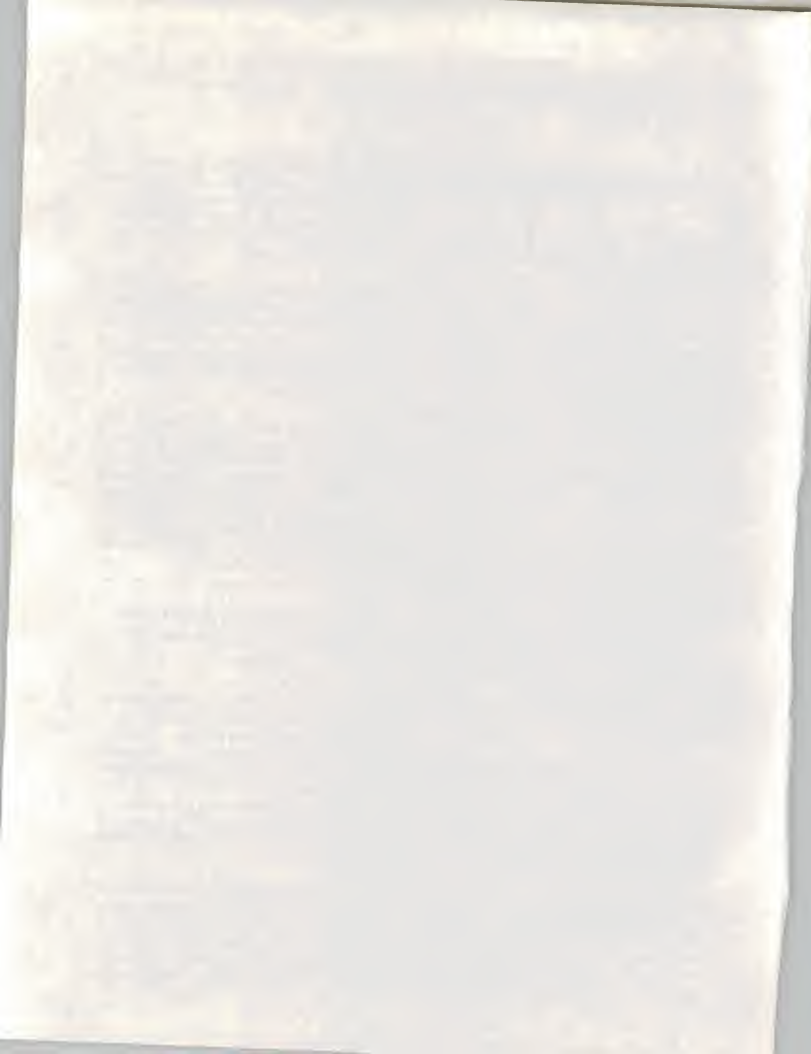
Other speakers addressed the role of the third-party service provider, the automation of the ports and Custom's Automated Commercial System which will benefit shippers, ports, brokers and freight forwarders through improved information, pre-arrival cargo release, better cargo tracking, improved profitability and lower costs.

Concluding the seminar, McGinnis reiterated the need for standards, but said there is also a need to continually review, revise and improve them. He said the critical problem was not the development of standards, but communicating those standards to others. "It's like having a religion without people coming to church." Finally, McGinnis noted that the industry is now in the beginning stages of IEDI, and now is the time to become involved.

UNITED NATIONS JOINT EDI INTERNATIONAL COMMITTEE MEETING

Early in July, the UNJEDI committee met to advance development of EDIFACT, the international EDI syntax/standard. Most of the effort focused on the technical aspects of the effort. Ray Walker of the European EDI agency SITPRO noted that participants, like the writers of the U.S. Constitution, made a virtue out of compromise. A request was made that the UNJEDI committee and ANSI X12 develop a plan and timetable to merge the two standards.

Comment: INPUT earlier attended a conference sponsored by the National Coalition for International Trade Documentation to gather research for an upcoming report on IEDI. We're still analyzing the information presented but two dominant themes emerge: IEDI is an area of certain problems, with



incompatible systems, slow standards development, transborder data flow restrictions, procedures dating from the 18th century, and with the technology in place often dating from the 1940s. However, due to the requirements of international trade, the need for IEDI is clear. The redundancies, delays, errors and costs associated with international trade are substantial. For a variety of business and public policy reasons, improvements are needed, and IEDI is central to those improvements.

EDI News Bits

INPUT has heard that a Bell Operating Company is about to sign an agreement to market EDI services from a third-party, with billing to be done by the telco. No processing will be done by the BOC (currently prohibited) but presumably its packet switched local area data transport (LADT) service will be used to feed traffic to the provider. Also, the telco will be involved in customer service, according to sources. Watch for more alliances of this nature (such as the recently announced partnering between Telenet and Sterling Software) in the future, possibly followed by a shake-out of the weaker players.

MSA's Expert EDI, which is an enhancement of TranSettlement's TranSlate mainframe EDI software, went into commercial release on August 1 after beta-testing at two sites. Priced at \$50,000, nearly double the package it is based on, MSA will provide additional professional services such as integration and installation support, training and other services. MSA is principally targeting its installed base of approximately 6,500 users of its Expert series of mainframe software, as well as new prospects for its products. For more information, see the interview with MSA personnel in the EDI Reporter, February, 1987.

Sterling Software reports that several military commissaries and exchanges are adopting UCS (grocery) as their EDI standard. The Air Force and Marine Corps are piloting and/or installing UCS systems, with more expected as indicated by the Defense Department's recent purchase of a communications ID from the Uniform Code Council, the keeper of UCS standards. As a side note, Sterling

Software notes that the American Logistics Association, a trade organization of suppliers to government commissaries and other outlets, has formed an EDI task force to discuss common concerns and to update brokers and vendors on EDI use in the military.

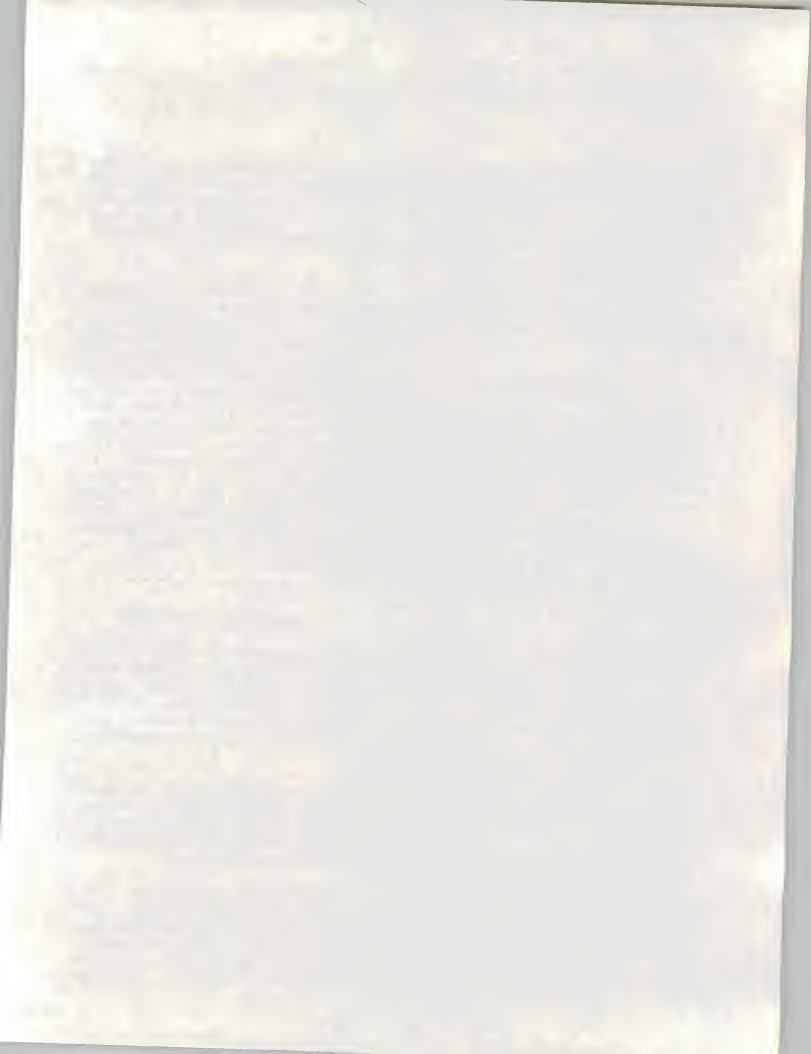
The "Big Eight" accounting firm Arthur Andersen sees a massive restructuring in wholesale distribution due to mergers and technological changes. In the next three years, the number of distributors will be reduced by 25%, according to the firm, from 320,000 to 245,000 firms. Industry changes are forcing companies to merge or acquire others to maintain competitive economies of scale, expand product lines, increase market share, and to enter new territories. Large wholesaler-distributors will increase market share by 30% or more at the expense of smaller companies. Automated buying (read EDI) is one part of the trend. Pressure on margins, financing changes and new technology are reasons for the restructuring, along with the fact that the owners of many privately held distribution firms, started after World War II, are now retiring.

International News Bits

IBM has won a contract with Lloyds of London and other U.K. insurers to essentially clone its U.S. based Insurance Industry services. Approximately 150 agents and 20 brokers will use the system, with a later enhancements planned to provide data transfer on premiums to participating banks.

A consortium of interests in the U.K. construction industry have formed EDICON. Architects, surveyors, building contractors and others will exchange information, apparently through an independent network, in support of their efforts.

The U.K.'s Vanguard program has set up EDI awareness programs for about half of the 2000 respondents to a market survey. The program, sponsored by the Department of Trade and Industry, is promoting Value Added Data Services generically, and EDI specifically. A similar effort is needed here!



EDI Events

August 10-14, L'Enfant Plaza Hotel, Washington DC. ANSI X12 Committee meeting, hosted by GE Information Services.

August 27-28 Grand Hyatt, Washington D.C. EDI Training Session, sponsored by the Electronic Data Interchange Association. 202-293-5514.

September 2-4, Marriott Hotel, Toronto, Canada. Principles of EDI, sponsored by EDI Education, Inc. 312-848-0135.

September 9-11, Intercontinental Hotel, Hilton Head S.C. The Challenge of Integration, sponsored by INPUT. Features presentation on Integrating EDI. 415-960-3990.

September 14-16, Principles of EDI, St. Louis, sponsored by EDI Education, Inc. and hosted by McDonnell Douglas. 312-848-0135.

September 15, Westin O'Hare, Chicago, UCS Orientation Seminar sponsored by the Uniform Code Council. 800-543-8137.

September 27-30, Atlanta Marriott, Council of Logistics Management Annual Conference - The Information Era: Issues & Opportunities. 312-574-0985.

October 8-9, Sir Francis Drake Hotel, San Francisco, Electronic Messaging '87, sponsored by the Electronic Mail Association, with a presentation by INPUT on 10/9. (202) 293-7808.

October 21-22, Chicago, American UNJEDI committee meeting, hosted by Continental Bank. (312) 828-6489.

November 16-20, San Francisco, ANSI X12 Committee.

November 10, Wyndham Franklin Park, Philadelphia, UCS Orientation Seminar sponsored by the Uniform Code Council. 800-543-8137.

December 2-3, Washington D.C. Hilton, The World of Electronic Data Interchange, sponsored by the TDCC/EDIA 202-293-5514. INPUT will present session on "The Future of EDI".

December (date to be announced), Washington, D.C., UCS User Group Meeting sponsored by the Uniform Code Council. 800-543-8137.

February 22-28, 1988, Dallas, ANSI X12 Committee.

April 1988, Washington D.C. UNJEDI Task Group.

NEXT MONTH IN THE EDI REPORTER:

A Report from the August X12 Meeting

An EDI Case Study

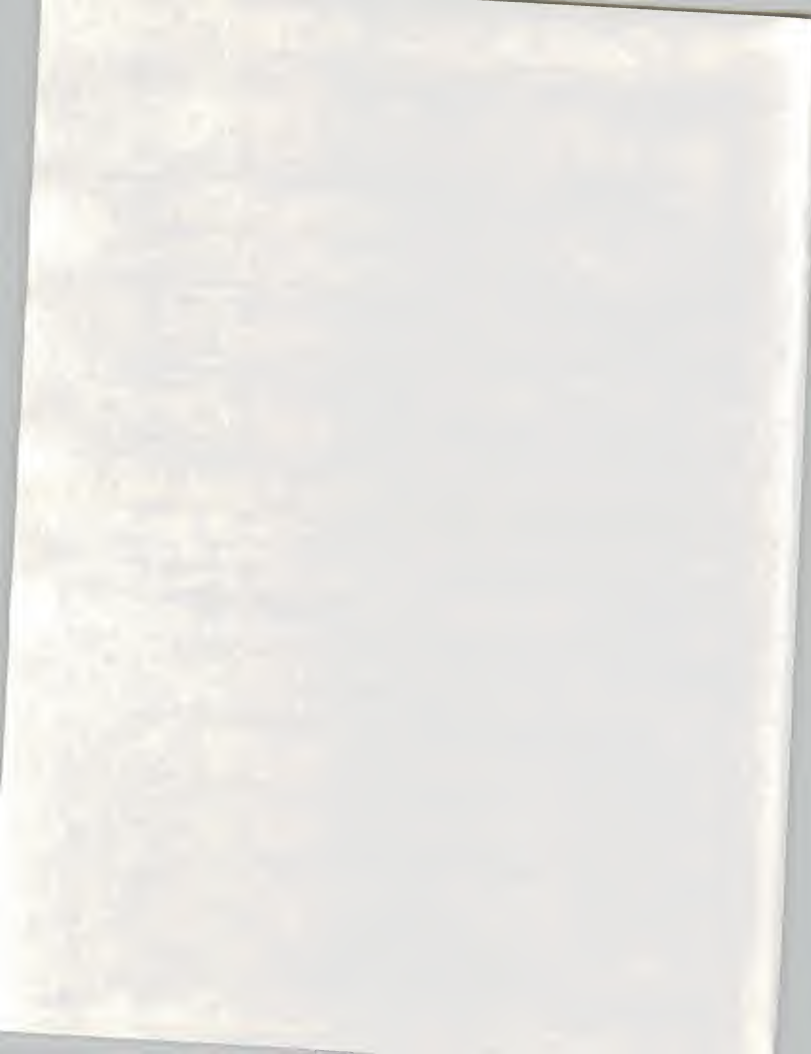
INPUT's EDI Software Studies Go to Printer

...and More

CHANGE OF ADDRESS

Effective August 8, 1987
INPUT's Corporate Headquarters will be relocated to:

INPUT
1280 VILLA STREET
MOUNTAIN VIEW, CA 94041-1194
Telephone: (415) 961-3300



EDI TOPIC INTEREST SURVEY

INPUT'S EDI Planning Service is producing the following 1987 reports:

- EDI: European Market Opportunities
- U.S. EDI Services 1987-1992
- U.S. EDI Service Provider Profiles
- U.S. EDI Software Markets 1987-1992
- U.S. EDI Software Provider Profiles
- International EDI
- EDI Initiatives in the Federal Government
- A Guide to EDI Implementations

... in addition to the monthly EDI Reporter.

In order to plan our 1988 program, we request that you rate your interest in the following topics, or to suggest others. Please "vote" by rating each topic on a 1-5 scale, with a "1" indicating low interest, and a "5" high interest. We will report highlights of the selected studies in the EDI Reporter.

Suggested 1988 EDIPS Reports

- Update on EDI in Europe ____
- Update on U.S. EDI Services ____
- Update on EDI Software ____
- EDI in Canada ____
- EDI and Professional Services ____
- EDI User Case Studies ____
- EDI: Vertical Market Directions and Potentials ____
- Banks and EDI ____
- Logistics and Electronic Data Interchange ____
- E-Mail Forms Usage Patterns - a Migratory Path to EDI ____
- X.400 - The International E-Mail Standard and EDI ____
- Integrating Image Transmission with EDI ____
- Other Topics _____

OPTIONAL:

Your Name: _____

Company: _____

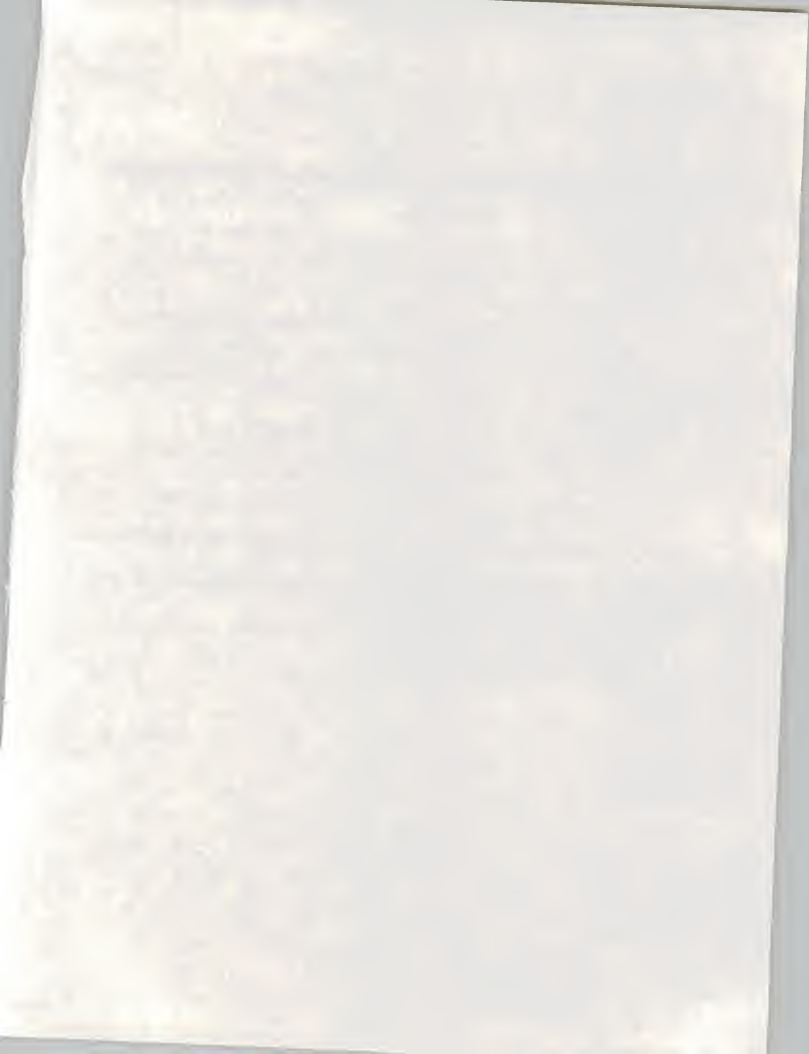
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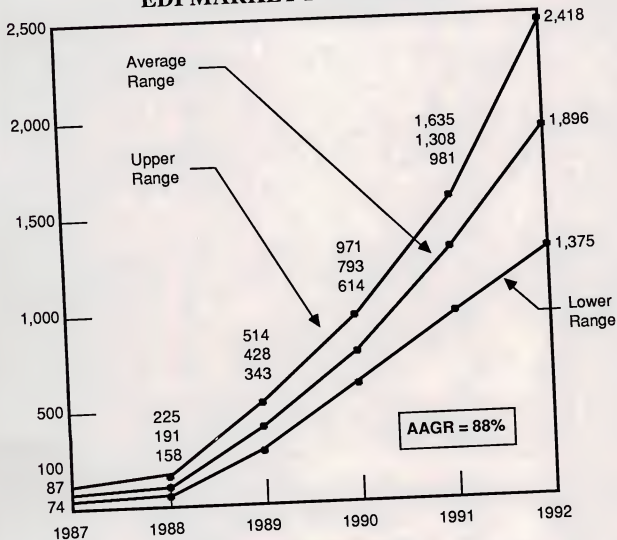
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 1280 Villa St
 Mountain View, CA
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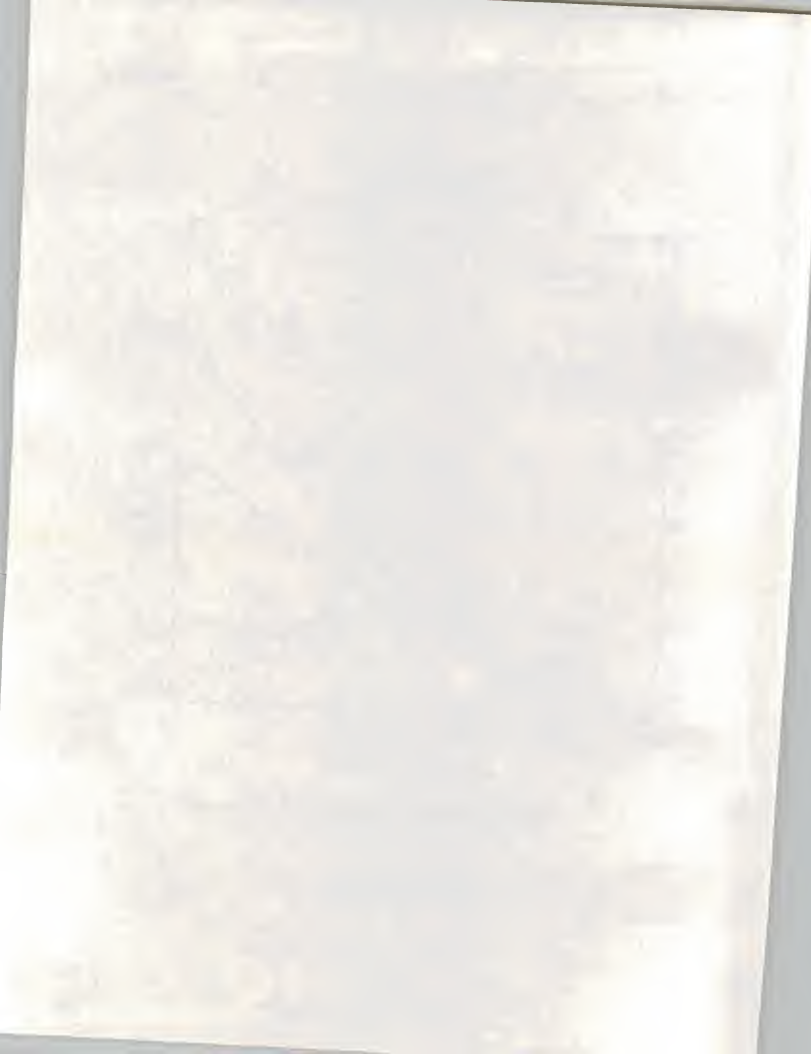
INPUT'S EDI MARKET FORECAST*



1986 Market: \$46 Million

* Processing/Network Services, Software, Professional Services

EDI STATS



INPUT provides planning information, analysis, and recommendations to managers and executives in the information processing industries. Through market research, technology forecasting, and competitive analysis, INPUT supports client management in making informed decisions. Continuing services are provided to users and vendors of computers, and communications and office products and services.

The company carries out continuous and in-depth research. Working closely with clients on important issues, INPUT's staff members analyze and interpret the research data, then develop recommendations and innovative ideas to meet clients' needs. Clients receive

reports, presentations, access to data on which analyses are based, and continuous consulting.

Many of INPUT's professional staff members have nearly 20 years of experience in their areas of specialization. Most have held senior management positions in operations, marketing, or planning. This expertise enables INPUT to supply practical solutions to complex business problems.

Formed in 1974, INPUT has become a leading international planning services firm. Clients include over 100 of the world's largest and most technically advanced companies.

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