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**EDI  
EUROPEAN PERSPECTIVES**

**Peter Lines  
Principal Consultant  
INPUT**

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## EUROPEAN EDI MARKET

- 1986 Dollars 3M
- 1991 Dollars 175M
- AAGR 130 Percent



## KEY EUROPEAN FACTORS

- International Trade
  - Standards
  - Harmonisation
  - Telecommunications Environment
-



## EDI IN EUROPE

- Initiatives
- Vendors
- Markets





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**EDI INITIATIVES  
EUROPE**

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## ODETTE

- **Fragmented National Development**
  - **60 Participants**
-



**DISH**

- **Trials Q4 '86**
- **Extensions To:**
  - **Banks**
  - **Insurance**
  - **Importers**



## EEC CO-ORDINATED PROJECTS

- Cost 306
- CD Project
- Trade Facilitation





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## VENDOR ACTIVITY EUROPE

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100

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**GEISCO**

- **Motornet**
  - **Trade Express**
  - **EDI Express**
  - **VASP Agreements**
-

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in the organization's operations.

2. The second part of the document outlines the various methods and tools used to collect and analyze data. It highlights the need for consistent data collection procedures and the use of appropriate statistical techniques to interpret the results.

3. The third part of the document focuses on the implementation of quality control measures. It describes how these measures are integrated into the data collection and analysis process to ensure the reliability and validity of the findings.

4. The fourth part of the document discusses the dissemination of research findings. It outlines the various channels through which the results are shared with stakeholders and the importance of clear communication in this process.

5. The final part of the document provides a summary of the key points discussed and offers recommendations for future research. It emphasizes the ongoing nature of the research process and the need for continuous improvement and innovation.

**IBM**

- **BNS**
  
- **Joint Ventures:**
  - **Paribas**



**McDONNELL DOUGLAS  
BRITISH TELECOM**

- **Edinet Limited**
  - **Complimentary Strengths**
  - **Cross Industry Approach**
-





**ICL/MERCURY**

- **Tradanet**
    - **100 Users**
  - **Penetration Pricing Strategy**
  - **OSI Support**
-



**ISTEL**

- **Edict**
  - **80 Users**
- **UK Network**
- **Fixed Usage Pricing**



**SOFTWARE AND  
PROFESSIONAL SERVICES**

- **Standards Evolution**
  
  - **Application Integration**
-



## **BUSINESS ENVIRONMENT**

- **Reduced Opportunities for Administrative Cost Saving**
  - **Increased Domestic and International Competition**
  - **Need for Co-Operation**
-





**UK EDI MARKET**

- **1986 Dollars 2M**
- **1991 Dollars 75M**
- **AAGR 100 Percent**



## UK MARKET

- **Open Telecommunications Standards**
  - **XI Standards**
  - **Proactive Industry Associations**
-



**FRENCH MARKET**

- **1986 Less than Dollars 1M**
  - **1991 Dollars 45M**
  - **AAGR 160 Percent**
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## FRENCH MARKET

- Growth Phase 1988
  - Gradual Liberalisation
  - Low Levels of Awareness
  - Legal Constraints
  - Fragmented Industry Structures
-





**BENELUX**

- **Highly Regulated Telecommunications Environment**
- **Clearinghouse Services Used by Companies in Retail Distribution Chain--IBM/GEISCO**



## NORDIC COUNTRIES

- High Labour Cost
  - High Dependence International Trade
-



## WEST GERMAN MARKET

- **Dollars 35M by 1991**
- **High Level of Awareness**
- **PTT Monopoly**
- **Implementation on Private and PTT Networks**



**ITALIAN MARKET**

- **Dollars 20M by 1991**
- **Low Levels of Awareness**
- **Least Mature Telecommunications Environment**
- **No Current Vendor Involvement**





## KEY ISSUES

- **Standards**
  - **Networks**
  - **Software and Support**
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## ENVIRONMENTAL ISSUES

- Legal
  - Security
  - Organisational
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