



# ISA NEWS

A Publication for ISA People by ISA People

## Opening of EDI Service Centre

The UK Electronic Data Interchange (EDI) Service Centre, at Mitcham, part of PASS-UK of ISA-UK was formally opened on 20th September by Dennis McGinnis, Philips International EDI Issues Manager. The UK Centre offers 'one stop shopping' for Philips establishments in the UK, Eire and the Nordic countries on all aspects of planning, implementing and operational support of EDI—paperless trading.

EDI actually started within Philips about 25 years ago with ORdering and FORwarding (ORFO) messages from Light division UK to its overseas manufacturing sites. Philips Connection of Processing System (COPS) messages now form the basis of all internal messaging, particularly the International Forwarding and Invoicing System (IFIS) messages for Transport and Invoice.

In the mid 80's, the Society of Motor Manufacturers and Traders (SMMT) and the 'high street' Article Number Association (ANA) each developed separate message standards for their communities of suppliers, distributors, retailers and agents.

A different standard again was developed in the US. This presented problems—whose message standards were to be used?

In 1987 came the JEDI!—Joint Electronic Data Interchange—international meeting between Europe and the US. This meeting spawned the EDIFACT message standards adopted internationally in 1988. Meanwhile, in 1986 Philips UK was asked by some customers to replace paper orders with EDI messages. Three EDI pilots were run in 1987 and, most important of all, Philips joined the SMMT/Odette an ANA/ Tradacoms message standard



Left to right, Tony Metcalf, Tom Parkinson, Dennis McGinnis, Dick van Gasteren, Rene Dikhoff.

activities, so that our experience and business' requirements are incorporated into messages. At the same time, Commercial Value Added Networks came into being. These VANS overcome the problem of connecting different computers, providing a sort of electronic mailbox.

In coordinating EDI for Philips UK since 1986, Tony Metcalf and the team have developed the concept of 'one stop shopping' providing a focal point for information and services. During the last eighteen months, Tony has also worked closely with Dennis McGinnis on creating and training other Regional Centres.

Praising Philips UK for 'getting going with EDI and leading the rest of Philips in Europe', Dennis McGinnis described how the UK experience was being spread across the rest of Philips. 'Providing a standard

interface to our trading partners, particularly the multi-nationals, is a key issue in the globalisation of the trading relationship.' Now, 37 customers, representing £75m annual turnover, are sending electronic orders to Philips UK.

Recently, 2 suppliers have begun paperless trading with two of the UK's manufacturing sites. Consumer Electronics, Philips Components, Light and Major Appliances are actively encouraging their customers to join in paperless trading. TMC and PRCS are lining up suppliers to enter the paperless fold.

Dennis McGinnis congratulated Tom Parkinson, UK EDI Service Centre Co-ordinator, on the achievements to date and wished him and the Centre every success in their continued support of the EDI expansion in the region.



## CHRISTMAS MESSAGE

As we end the 1980's ISA can look back with pride on its achievements during a decade of enormous change. Information Technology emerged from the backroom and today plays a vital role in the ongoing business and strategic development of almost every department in the Company. The UK is at the forefront of many of these

developments and I would like to thank you all most sincerely for your contributions which collectively make this possible.

I wish you and your families all the very best for Christmas and the New Year.

Geoff Eaton