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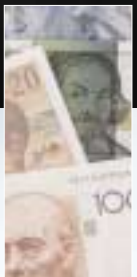


EDI

Electronic Data Interchange

Electronic trading with
Oxford University Press

www.oup.com



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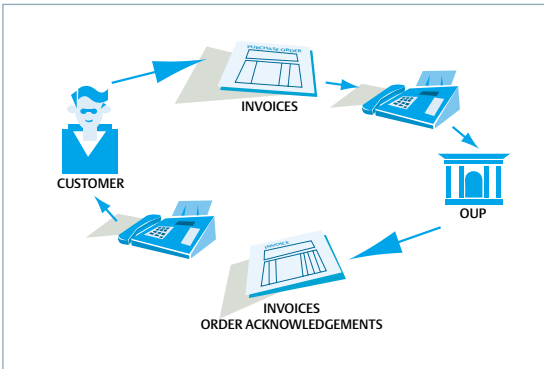
Introduction

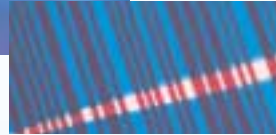
At Oxford University Press we are committed to establishing electronic trading relationships with as many of our customers as possible, in order that all of us can benefit from the numerous advantages that these relationships offer.

We already accept orders electronically, as well as sending electronic order acknowledgements, invoices and credit notes to a significant number of our customers, both in the UK and overseas.

The purpose of this booklet is to explain what Electronic Data Interchange (EDI) can do for your business as well as detailing what we will need from you, to build the links between our systems.

If you are already fully conversant with EDI and know what your requirements are, you will find an EDI Trading Requirements Form at the back of this brochure, together with details of the EDI messages that can be exchanged with OUP.





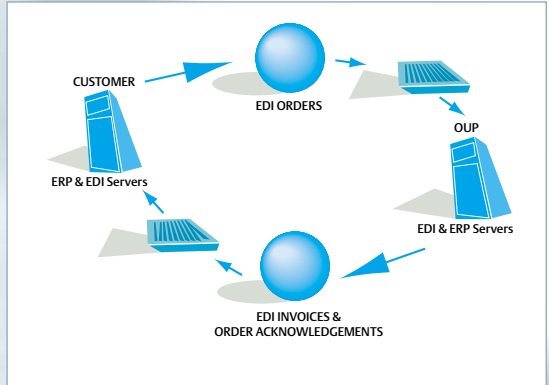
For those of you who are new to the process, we have designed this brochure to provide introductory information that we hope will encourage you to enter into an EDI partnership with us.

OUP is committed to developing EDI partnerships with its customers. In addition, we plan to improve our service levels so that you, in turn, can supply your own customers more efficiently. Speed and accuracy are an expectation in modern commerce and the move to standard messages is not only more cost effective but will also promote closer business relationships and release resources.

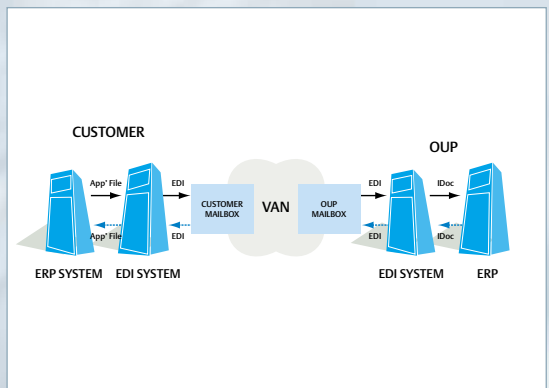
We look forward to receiving your completed EDI Trading Requirements Form soon. Our EDI team will then contact you, in order to discuss your requirements.

Please do contact our EDI team at any time should you have any questions or need further information.

We hope you find the information in this booklet useful, and we look forward to hearing from you in the near future.



Value Added Network



FAQs



What is EDI?

Electronic Data Interchange, or EDI, is the electronic exchange of business data in an agreed standard format. With EDI, business data can be transmitted from one computer to another, without the need to re-input the data or even without any data entry at all on either side. Electronic trading provides more efficient, effective and timely business transactions.

What do you mean by "more efficient and effective"?

EDI is quicker than paper based transactions thus saving money. With less human intervention, the possibility for errors is greatly reduced. Data can be exchanged at any

time. Expenses such as printing, posting, phone calls, and handling can also be reduced considerably.

Who can use EDI?

Most Businesses buying or selling goods or services can use EDI. As there are electronic documents defined for the whole business cycle, EDI can improve trading relationships between companies in all areas of business.

Which areas of a business are supported by EDI?

Most paper-based documents currently exchanged are likely to be covered by EDI. Various Standards are defined for electronic documents, which cover a wide variety of paper-based communications. Standards include EDIFACT, TRADACOMS and ANSI X12. TRADACOMS is used in the United Kingdom; ANSI X12 is mainly used in the United States while EDIFACT is used in Europe and Asia. The EDIFACT standard is becoming a global EDI standard.

What's the next step?

If you require further information, or wish to proceed, please contact the EDI Team and complete the form attached on the inside back page of this brochure to give us an indication of your requirements.



Why EDI?

EDI is a long established electronic trading convention that is widely used within the book trade. As well as Oxford University Press, most major publishers, wholesalers, and booksellers use EDI, amongst them: HarperCollins, Macmillan, Penguin, Waterstone's, WH Smith, and Blackwell's.

EDI uses agreed standard message formats that committees, comprising of representatives from several organizations, have defined together. Within the book trade a subset of EDI messages specifically for this industry have been defined by BIC (Book Industry Communications).

EDI is not new, it's been used for over twenty five years and there has been heavy investment in this technology which current EDI capable organizations want to utilize to the full.

With the onset of the Internet age there is much discussion about the life span of EDI and when it will be replaced by Internet technologies. However, many people are now altering their views. Rather than being a replacement for EDI, these



Internet technologies will work alongside EDI and complement each other.

As agreed standards for exchanging data over the Internet have not yet been finalized, many organizations are taking the view that as EDI works successfully and reliably there is no reason to change it for the foreseeable future.



Benefits of EDI

- **Reduction in data errors.**

EDI goes directly from one partner's system to another without human interaction.

- **Reduced cost.**

Because EDI is quicker than paper based transactions there is a considerable saving in time, thus reducing costs.

- **Quicker trading cycle.**

Orders entered on a system can be processed on a receiving partners system within seconds.

- **Less paperwork.**

Paper transactions are replaced by electronic transmissions.

- **Standard means of communication.**

EDI uses set standards for data that is exchanged. This makes it easier to set up with multiple partners and reduces ambiguity.

- **Competitive advantage.**

EDI enhances the image of a company, other companies trading

electronically will be more keen to build relationships with "EDI enabled" businesses than those without EDI technology.

- **Improves Corporate trading relationships.**

Companies are more willing to share information, this generates greater co-operation and interaction.

- **Security.**

VAN services have high levels of security. Access is password controlled and trading relationship validation means that only authorised messages are transmitted.

- **Audit Control.**

VAN services provide lists of files sent and received. Acknowledged receipts are also available, and this, together with tracking facilities on most software packages provide easy tracking of business documents.



What is e-Commerce?

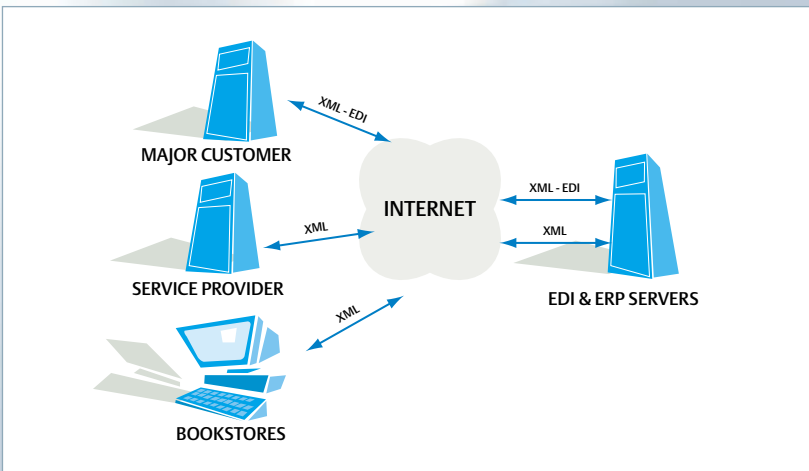
e-Commerce is the use of the Internet for buying and selling goods and the exchange of business information. Rather than using a Value Added Network as the medium for sending and receiving data the Internet is used.

To fully utilize the Internet, there needs to be greater integration between the web and internal applications. On many web pages, when items are ordered and the submit button is clicked, all that actually happens is that an e-mail is sent to the company controlling the web site and the information in the e-mail is manually keyed into the internal application. This is not much better than the manual data entry process detailed in the introduction.

More advanced web pages use Active Server Pages. When items are ordered and the submit button is clicked,

computer code, not visible on the web page, is executed, which takes the entered information, writes it to a file, and passes it into the internal application.

Business documents are exchanged electronically over the Internet by converting the data into an Internet programming language called XML (eXtensible Markup Language). XML is similar to HTML, the language of the Internet, but whereas HTML is concerned with the display of images onto a web page, XML is concerned with the transfer of data.



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If you decide that EDI is for your business and are wondering what to do next, consulting agencies are available who can understand your needs and help provide a solution.

For smaller businesses:

- * Nielsen BookData
(www.nielsenbookdata.co.uk).

For larger businesses: (more choice is available):

- * Sterling Commerce
(www.stercomm.com)
- * Inovis (www.inovis.com)
- * SAA (www.saaconsultants.com)

Glossary

EDI	Electronic Data Interchange
EDIFACT	EDI For Administration Commerce & Transport
ANSI	American National Standards Institute
IDoc	Intermediate Document
ERP	Enterprise Resource Planning (e.g. SAP, Vista)
VAN	Value Added Network
ASP	Active Server Page
XML	eXtensible Markup Language
FTP	File Transfer Protocol
Bandwidth	The amount of data that can be transmitted down the actual cables and wires that connect the Internet.



Customer Service Level Agreements (SLA's) provided by OUP to EDI trading partners.

Service Delivery Standard

	Response	Fix
Normal	4 hours	12 hours
Critical	30 minutes	4 hours

The **Service Delivery Standard** SLA is to cover normal day-to-day operational problems e.g. a trading partner may be missing invoices or credit notes that need to be retransmitted, or an order they've sent hasn't been processed.

Service Delivery EDI Code

	Response	Fix
Normal	4 hours	1 week
Critical	2 hours	10 hours

The **Service Delivery EDI Code** SLA is to cover faults that require amendments to the EDI mapping code.

It is OUP's intention to use templates that will have been developed to meet the BIC (Book Industry Communications) Standard EDI Message Format. Any deviation from this format will result in delays to the addition of this message in OUP's EDI trading relationships. If problems on the trading partner's side arise, the move into a Production mode for an EDI message may also be delayed.

Service Delivery for Standard Existing EDI Messages

	Response	implement
Normal	7 hours	2 weeks

The **Service Delivery for Standard Existing EDI Messages** SLA is where a trading partner has requested to exchange an existing EDI message that OUP have developed.

Service Delivery for Non Standard EDI Message Development

	Response	implement
Normal	7 hours	3 months +

The **Service Delivery for Non Standard EDI Message Development** SLA is to cover requests from trading partners for the exchange of an EDI message that has not yet been developed.



EDI Messages Exchanged at Oxford University Press

Tradacoms

Receive

<i>Definition</i>	<i>Version</i>	<i>EDI Message</i>
Orders	9	ORDHDR
Book Trade Order	2	BTOHDR

Send

<i>Definition</i>	<i>Version</i>	<i>EDI Message</i>
Invoice	9	INVOIC
Credit Note	9	CREHDR
Delivery Note	9	DELHDR
Order Response	4	ACKHDR
Price & Availability	1	PVUHDR

EDIFACT

Receive

<i>Definition</i>	<i>Version</i>	<i>EDI Message</i>
Orders	D93A/D96A	ORDERS

Send

<i>Definition</i>	<i>Version</i>	<i>EDI Message</i>
Invoice/Credit	D96A/D97A	INVOIC
Order Response	D93A/D96A	ORDRSP
Despatch Advice	D97A	DESADV
Price & Availability	D96A	PRICAT

ANSI X12

Receive

<i>Definition</i>	<i>Version</i>	<i>EDI Message</i>
Invoice	3020	810
Orders	3060BISAC2	850
Order Response	3060	855

Send

<i>Definition</i>	<i>Version</i>	<i>EDI Message</i>
Invoice	3020	810
Orders	3060	850
Order Response	3060	855

ERP - Enterprise
Resource Planning
(e.g. SAP, iSta)





EDI Trading Requirements form

If you would like to discuss your EDI requirements with us, please complete the following form giving us as much information as possible about the messages you are interested in and your ideal time scale. Don't forget to fill in your full name and address together with contact details. On receipt of your completed form, we will assess the likely time scales of the work required, and will get back to you.

Message	Standard	Version	Timescale
Invoices	<input type="text"/>	<input type="text"/>	<input type="text"/>
Credit Notes	<input type="text"/>	<input type="text"/>	<input type="text"/>
Delivery Notes	<input type="text"/>	<input type="text"/>	<input type="text"/>
Orders	<input type="text"/>	<input type="text"/>	<input type="text"/>
Order Acknowledgements	<input type="text"/>	<input type="text"/>	<input type="text"/>
Price & Availability	<input type="text"/>	<input type="text"/>	<input type="text"/>

Others:-

Technical Contact:-

Business Contact:-

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