

# EDI in Europe

How it Works in Practice

Edited by  
**HELMUT KRUMAR,<sup>1</sup> NIELS BJØRN-ANDERSEN<sup>2</sup>**  
and **RAMÓN O'CALLAGHAN<sup>3</sup>**

<sup>1</sup>Hohenheim University,  
Germany

<sup>2</sup>Copenhagen Business School,  
Denmark

<sup>3</sup>Nijenrode University,  
The Netherlands

TECHNISCHE HOCHSCHULE DARMSTADT	
Fachbereich 1	
Gesamtbibliothek	
Betriebswirtschaftslehre	
Inventar-Nr. :	46.271
Abstell-Nr. :	A08/853
Sachgebiete:	AO81 O.S.A O.S.1
	1.7.9 1.7.9

JOHN WILEY & SONS

Chichester · New York · Brisbane · Toronto · Singapore

# Contents

---

---

<b>List of Contributors</b>	vii
<b>Foreword</b>	ix
<b>Series Preface</b>	xi
<b>List of Abbreviations</b>	xiii
<b>Introduction</b>	xv
<b>1. Electronic Data Interchange—Concepts and Issues</b>	1
<i>Ramón O'Callaghan and Jon A. Turner</i>	
<b>2. EDI in Procurement and Flexibility Strategies—The Case of Alcatel Bell Telephone in Belgium</b>	21
<i>Ramón O'Callaghan</i>	
<b>3. Purchasing Through EDI—The Case of Technische Unie in The Netherlands</b>	47
<i>Pieter M. Ribbers</i>	
<b>4. A Standardized Success? The Case of Leroy-Merlin in France</b>	67
<i>Tawfik Jelassi and Claudia Loebbecke</i>	
<b>5. EDI and Activity Based Management for Business—The Case of Whirlpool in Italy</b>	85
<i>Paolo Pasini and Jean Chaloux</i>	

<b>6. Going Global with EDI? The Case of Kuehne &amp; Nagel in Germany</b>	113
<i>Torsten Eistert and Helmut Krcmar</i>	
<b>7. EDIfragt—The Case of the Danish State Railroad’s EDI System</b>	131
<i>Niels Bjørn-Andersen and Sten Nygaard-Andersen</i>	
<b>8. DANZLINK and Beyond—The Case of Danzas in Switzerland</b>	147
<i>Oliver Schalch and Joachim Griese</i>	
<b>9. Making Paper Passé—The Case of Brun Passot in France</b>	163
<i>Tawfik Jelassi</i>	
<b>10. IndustriLink—The Case of an Order-entry System in Denmark</b>	185
<i>Niels Bjørn-Andersen and Sten Nygaard-Andersen</i>	
<b>11. Leading Through EDI?—The Case of Bosch-Siemens Hausgeräte in Germany</b>	205
<i>Torsten Eistert and Helmut Krcmar</i>	
<b>12. The EDI-invoice Project—The Case of Ciba-Geigy in Switzerland</b>	223
<i>Regula Boller and Joachim Griese</i>	
<b>13. EDI in the Food Industry—The Case of Barilla in Italy</b>	239
<i>Claudio U. Ciborra</i>	
<b>14. EDI in Regional Healthcare—The Case of RHCNET in The Netherlands</b>	259
<i>Pieter M. Ribbers</i>	
<b>15. An Association’s Leadership for Industry-wide EDI—The Case of AECOC in Spain</b>	277
<i>Ramón O’Callaghan and Torsten Eistert</i>	
<b>16. Looking Back—A Cross-analysis of 14 EDI Cases</b>	299
<i>Niels Bjørn-Andersen and Helmut Krcmar</i>	
<b>References</b>	327
<b>Index</b>	331