

U.S.A.

i) Area of Operation

All VANs surveyed can operate in the U.S.. With the exception of **Immedia**, **SITA** and **TDNI**, all are based in the U.S. and have numerous sales and support offices.

Trading partners of Canadian VAN subscribers, who are based in the U.S., will also want to deal with a VAN with a local/regional presence.

ii) Trading Partner (Customer Base)

As in Canada, there is a considerable difference across the U.S. VANs in terms of the size and make-up of their EDI customer base and hence the number of trading partners who may already be on the VAN, or the desirability of their selecting that VAN.

GEIS has the largest number of EDI customers in the U.S., followed by **Sterling Ordernet**. We estimate that **Immedia** and **TDNI** have considerably fewer customers.

As in Canada, EDI users in different U.S. industries tend to be clustered on certain VANs as follows:

Automotive	GEIS, Sterling
Grocery	BT, GEIS
Insurance	IBM
Pharmaceutical	Sterling
Petroleum	GEIS
Publishing	GEIS
Rail	Kleinschmidt
Retail	GEIS, Sterling, IBM
Transportation	GEIS, Sterling, IBM

Across other industries, there is no clear choice of VAN.

In responding to the survey, most of the VANs indicated what industries their U.S. EDI customers were in and some provided the names of customers in the transportation area. **Table 4** lists some VAN customers: