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held in London, November 1987**



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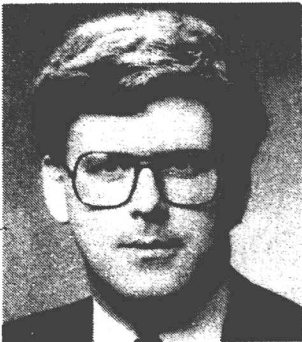
Introduction

The penetration of EMS in leading edge organisations is accelerating rapidly. E-Mail is becoming a powerful pre-requisite for productivity and cost-effectiveness that is an everyday reality for literally millions of managers and information workers around the world. EMS is also becoming an essential base for inter-enterprise systems and competitive edge and, within a very few years, trailing edge organisations will find themselves at a serious disadvantage. Many of the interworking architectures and standards such as X.400 are already in place, ready to be exploited. Document content architectures (including text, image and speech within the same compound electronic document) are becoming clearer whilst facsimile transmission is booming.

This book brings together over 40 leading experts, including users, industry leaders and service providers from around the world, to address the main technological and business issues of this rapidly developing industry. They provide the information and insight needed to plan for and respond to this fundamental enabling technology.

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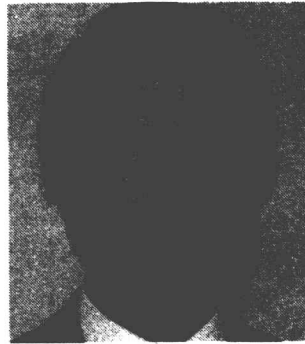
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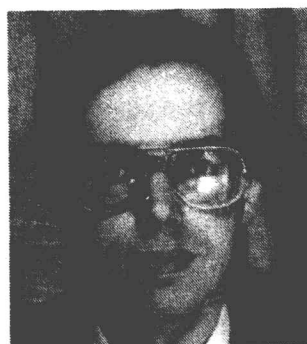
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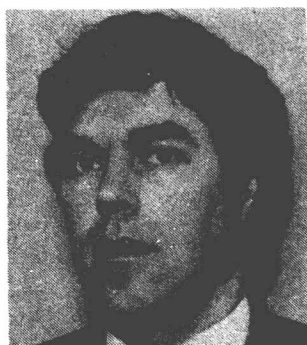
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EurOSInet: a global marketing initiative

**Marton Hasenberg
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EuroSInet is a global marketing initiative to demonstrate the state of the art of OSI to the general marketplace. EuroSInet shows the visible working proof of OSI in an environment independent of individual manufacturers.



Marton Hasenberg is a founder member of the EuroSInet steering committee, and currently Chairman.

This time last year no-one but a few enthusiastic computer people had heard of EUROSINET, it was still only an idea, and had not yet consolidated into something real. So, how did it start? Why was it born?

It was that in January 1986 a small group of communications marketing people from different companies met to discuss and then to plan for a 'permanent' demonstration of interworking using standards. EUROSINET was conceived. EUROSINET stands for European OSI Network, OSI is the Open Systems interconnection work of the International Standards Organisation.

All the participating companies either had, or were developing, products OSI model, whether this was simply driving LANS (Local Area Networks) and WANS (Wide Area Networks) according to IEEE 802.3 and X25 (forerunners of OSI protocols), or whether Transport, Session (and even Application) products were in development.

It was widely felt within this group that this investment of effort in OSI development should be made more visible to the world. To produce products a great deal of quality control, testing, etc., is needed between the first emergence of a prototype and the final saleable product. A demonstration, however, could be given now using the earlier prototype rather than waiting for the final quality product. So EUROSINET is a demonstration network that shows "state of the art" OSI.

At that time, we used the version of FTAM (OSI conformant File Transfer) that had been used at the Autofact demonstration in Detroit in November, 1985. Now we are using the later version of FTAM known as NBS phase 1, this was designed by the US National Bureau of Standards. We intend to make a further modification later, once the final International Standard for FTAM is confirmed later this year. When this is done, we also hope to increase the number of companies participating in the FTAM demonstration. We are also in the development process of a totally new demonstration, which will implement a different application.

It has been set up to make these demonstrations across X25 wide area networks, and so currently uses BT's PSS service. It is a continually available demonstration network, with many of the participants having their "node" permanently connected into PSS and accessible from the others' systems at anytime. (Those systems not permanently connected can be put on the network on request). Consequently, demonstrations are not limited to exhibitions, but can be shown at any time.

Once agreement was reached about the type of network demonstration it was to be, and the communication medium it should use, the format of the first EUROSINET demonstration had to be decided, together with details of which options would be used at each layer of the OSI model. It was February when the first proposals were considered and work got underway to define and write the demonstration software. Each manufacturer used already completed OSI products as far up the model as they were able to, and prototype software higher up and even some bespoke software for the specific menus used to drive the demonstration.

Starting such work in February, 1986, and announcing EUROSINET with a public demonstration in June, 1986, was very fast work, especially when you consider the various permutations between 5 founder vendors' software each of which had to be tested out with every other one. Even more incredible was the Honeywell's work to develop and test a demonstration in just 6 weeks after getting their corporate go ahead!

By the time June came around, all the participating vendors agreed that in addition to the original goal of demonstration network, there were enormous benefits derived from working together on EUROSINET. The working relationships between the development people in the various companies had been moved to be highly beneficial as all worked toward a common goal of co-operation to interwork by the common use of International standards.

The group provided a vehicle for testing the interworking of the individual products and prototypes, this at a time when conformance testing facilities were embryonic. The very work towards demonstrating where OSI had reached did itself make it reach even further forward!

That the demonstration at launch time was confined to the shores of these islands, despite the group's attempts to encourage our mainland European brethren to join in this exciting venture. I'm pleased to say that since then the EUROSINET group has been approached by several European companies with a view to them becoming members and taking part in the demonstration.

In fact, following the announcement EUROSINET had experienced consolidation and growth. There are now (in March 1987) 13 full companies and 3 associate members (non-demonstrating bodies such as DTI). With such growth continuing, a formal charter and code of practise has been drawn up and accepted as binding by members.

Perhaps the most gratifying form of growth has been in the number of demonstrations requested. Any of our staff can arrange for a demonstration to be given usually on our own premises. This shows the viewers the data transfer to and from one or more of the systems in the network, as it communicates across PSS with the systems of the other companies each at their own premises. The active systems are spread across the country - Reading and Winnersh (DEC, HP) being the closest, Kildgrove (ICL) the furthest, Swindon and Hounslow (Intel, Honeywell) completing the group.

However, the demonstration is not limited to the locations where the computers normally reside. For instance, we have taken a terminal and a modem to various locations in this country, gained dial-in access and used this to access our Eurosinet node which in turn talks to the others across PSS. Also, we have used the demonstration from our DEC Valbonne (Southern France) and Honeywell, Brussels facilities, by using an X29 connection across the packet switched services of the countries concerned, to gain access to a EUROSINET system in the UK and thence to the others over PSS.

We have shown EUROSINET at various exhibitions and seminars in such a way that all the vendors' terminals can be seen simultaneously as they talk over X29 to their respective system remotely, initiating the transfer of files between the systems. Just such a demonstration is available here for you to see today. (We also modified the demonstration slightly - by making it run over the IEEE 802.3 LAN required by TOP - in order to exhibit it at CIMAP last December.

Work is now in progress to extend the demonstration capability of EUROSINET. Indeed, it is the group's intent to continually add new demonstrations to illustrate new emerging features of OSI, and to update demonstrations that initially show preliminary standards and prototypes to show full standards, and products, as these emerge. In fact, the demonstration which shows FTAM has been updated from the one used at the EUROSINET launch last year and will continue to be updated as standards are finalised.

So, as you see, EUROSINET is already being extensively used to show that OSI is not as far away as they may fear, and as we move forward, producing more demonstrations, and responding to the completion of more standards, this demonstration of a promise will mature into a demonstration of products available to users.