

WHY THE USER INTEREST GROUP?

Traditionally "users" are at the end of the line and rarely get a voice! EEMA's electronic business User Interest Group is at the fore front of the electronic business scene. We ensure users have a voice in all EEMA's activities.

Our Mission Statement

To share ideas, experiences and best practices in relation to the end-user and management of electronic commerce products and services. To provide continued input to vendors and service providers on the end-user requirements for e-commerce products and services covering functionality and service levels.

WHAT IS EEMA?

EEMA - The European Forum for Electronic Business

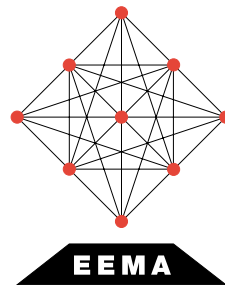
Formed in 1987, EEMA provides a neutral forum for companies involved in electronic business and commerce across Europe. There are over 250 pan-European member companies across 20 countries.

EEMA's aim is to improve the communications between all participants in Europe wishing to work and trade electronically, and to help address industry issues.

Through its interest groups (Unified Messaging, e-Commerce, e-Business Strategy, Directory, Users, Knowledge Management and ECAF - security), publications and conferences EEMA has been instrumental in moving businesses forward in trading electronically.

EEMA also provides serious business networking and demonstrates to members how they can gain commercial advantage by the early adoption of new technologies and techniques.

For more information on membership of EEMA e-mail: info@eema.org or visit: www.eema.org



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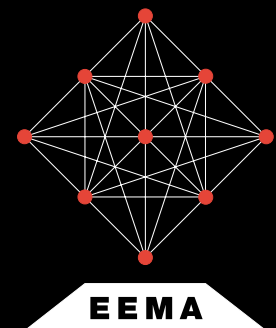
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EEMA – THE EUROPEAN FORUM FOR ELECTRONIC BUSINESS

GivenName.FamilyName@Company.Com

**Personal
Naming
Standard
for
Company
E-mail
Addresses**

User Interest Group



PERSONAL NAMING STANDARD

Electronic messaging is a business critical tool, however, the use of different naming and addressing formats is a factor which is inhibiting the use of electronic messaging. This has a direct impact on corporate effectiveness and restricts the growth of the electronic messaging marketplace.

World Electronic Messaging Associations (WEMA) have agreed that seamless Global Messaging will only become a reality after a simple naming and addressing standard has been defined and implemented.

WEMA recommends that the 'Standard' to be adopted is as follows:

"Every electronic messaging user should be addressable by at least their Given Name and Family Name irrespective of the messaging system they are using."

(Initials should only be used to make a name unique in case of duplicate names in one domain.)

The success of the use of e-mail in any organisation depends on a high QUALITY directory from which users can select names to address their messages. To allow 'auto-registration' of names and addresses from your customers and suppliers into your directory it is essential to have a standard format for names and addresses. This standard only looks at personal names. Recommendations on non-personal names addresses will follow in separate documents.

The principle of the recommendation is: Name@Address.

Given Name.Family Name@Company.Com

It is recognised that multi-cultural aspects of names are not supported. For practical reasons, for many people what is called 'Given/First Name' is not their 'Given/First Name' and their 'Family Name' is not their real 'Family Name' in the e-mail address. French, Spanish, Portuguese, Nordic, German accented characters and non-Latin languages are not supported in the Internet SMTP addressing standards.

● FIELD 'SURNAME/FAMILY NAME':

The allowed ones are:

- alphabetic upper and lower case characters;
- hyphen may be used to join multi part names;
- minimum of two characters;
- no spaces (NB space is not allowed as it would prohibit mail reaching these users, or being sent by these users of the Internet).

The leading character of other parts may be in upper or lower case at the user's discretion.

This Surname/Family Name field is MANDATORY

● FIELD 'GIVEN/FIRST NAME':

The allowed ones are:

- alphabetic upper and lower case characters;
- no spaces or periods;
- hyphens may be used to join multi part names, in the form that the person prefers to be addressed;
- minimum of two characters.

The first name to be included, to assist other people in being able to differentiate users with the same family name.

The Given/First Name field is MANDATORY.

● FIELD 'INITIALS':

The allowed ones are:

- alphabetic upper case;
- no spaces;
- no hyphens and periods;
- maximum of three characters.

Use the minimum number of initials that uniquely identify the person. Where the combination of family name and given name is unique then no initials need be specified. If this field is used it is normal to specify only the initials of middle name(s).

This field is OPTIONAL.

EXAMPLES:

The following are examples of e-mail addresses where the E-mail Naming Standard has been applied.

In these cases the ".Com" ending has been used.

When mail is sent it will be said to come from:

GIVENNAME.INITIALS.FAMILY NAME

Example: From: **Bill.HJ.Smith**

Examples of multi part names in a valid format:

Louis-Rodriguez Rosello

Family Name= Rosello

Given Name= Louis-Rodriguez

E-mail: Louis-Rodriguez.Rosello@Company.Com

Jan-Horst Schmidt

Family Name= Schmidt

Given Name= Jan-Horst

E-mail: Jan-Horst.Schmidt@Company.Com

This standard has been agreed and approved during a joint WEMA (World EMA's)

- Electronic Messaging Association (EMA) USA,
- Asia Oceania Electronic Messaging Association (AOEMA),
- Brazilian Society for Open Systems Interconnection (BRISA),
- Electronic Commerce Australia (ECA),
- EEMA - The European Forum for Electronic Business,
- Japan Electronic Messaging Association (JEMA).

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