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Chaos

Standard Address Numbering

by **Sandra K. Paul** (President, SKP Associates)

Ed Note: Recently, I was training a new order Library Technical Assistant in our department, the wonderfully resilient Shirley Jeffries. She asked me all about the SAN. I thought I did a pretty good job of telling her about it and I showed her a few issues of ATG in case she wanted to read more. Then the mail came with Sandy's column! On top of everything else, I guess Sandy has some kind of mind-reading standard! — KS

This chaotic column has, in the past,

mentioned the Standard Address Number (SAN), which is an American National Standard (ANSI/NISO Z39.43-1993). I thought you might find it as interesting as I have to consider the SAN in an increasingly electronic world. Just think . . .

Originally, in the prehistoric 1970s, the SAN was developed by a Committee of the National Information Standards Organization (NISO). However, in those days, NISO hadn't been invented yet, so those of us who created the SAN did so for the organization that was then called

American National Standards Institute Committee Z39. We were responding to the frustration of the then-Executive Director of the National Association of College Stores (NACS). He wanted each of his member stores to have a unique

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with all three test sites deciding to keep the new software interface because it significantly increased their productivity. The UNIX-based OCLC Gateway Software connects non-OCLC terminals and workstations on a campus or local network to OCLC and other services. Using an easy, menu-driven interface, a library staff member can log on to two or more systems and toggle among these during the workday. For more information on these services contact your OCLC-affiliated regional network.

CASPR, Inc. and **Farallon Computing Inc.** have announced the bundling of Farallon's **Replica** software with CASPR's electronic library program, **Library Works**. The combination of LibraryWorks and Replica enables librarians to create digital libraries by attaching Replica documents to traditional catalog records. Any user searching the library can now view, copy and print the document regardless of the application, fonts, graphics or personal computer platform.

Data Research Associates, Inc. announced the signing of an agreement with **Blackwell North America** to make Blackwell's New Titles and Tables of Contents Databases available on Open DRANET. Open DRANET is available to any library, whether it is running a Data Research System or another type of library automation software.

The PICA Center for Library Au-

tomation (PICA) in the Netherlands and ISM Library Information Services (ISM), Canada, have agreed with the **Research Libraries Group, Inc.** to use **Zephyr**, RLG's Z39.50 service giving their researchers across the globe full access to RLG's **RLIN** bibliographic database and **CitaDel** citation and document delivery service. In the future, RLG plans to offer its customers access to ISM's and PICA's databases. Although several Z39.50 servers are in the testing phase, **Zephyr** is among the first service to put into production and, now, the first to enter major international alliances.

CARL Systems announced the availability for testing purposes of a Z39.50 target providing access to several databases of their public catalog. Access to the bibliographic catalogs of 26 institutions are available by connecting to z3950.carl.org (192.54.81.12) on port 210.

SIRSI Corporation announced the release of **ZSERVER**, a Z39.50-compatible server used with SIRSI's **UNICORN** and **STILAS** information management systems. **ZSERVER** is being supplied free of charge to SIRSI customers as part of their software service agreement. SIRSI's **ZSERVER** offers all the powerful searching capabilities of the **UNICORN** and **STILAS** **ENHANCED PUBLIC ACCESS MODULE**. Administrators can monitor client/server interaction through standard **UNICORN/STILAS** administrative utilities. Parameters such as record size, timeouts, and number of simultaneous clients can be easily set and changed by the

system administrator.

A status report on the **Association of Research Libraries (ARL)** North American Interlibrary Loan and Document Delivery (NAILDD) Project has been prepared by **Mary E. Jackson**, Visiting Program Officer for ARL. The report includes activities and accomplishments for the project to date. For information on the project, contact Mary E. Jackson, e-mail jacksonm@al.relay.upenn.edu or phone 215/247-7512.

In a continuing effort to offer the latest technologies to clients, **Dynix** has added **Digital Equipment Corporation's Alpha AXP platform** to its product line and is moving forward in the implementation and marketing of the product. Dynix Benchmark results have proved the Alpha to be a solid performer with a competitive price and a stable platform for the Dynix application. The 64 bit architecture of the Alpha AXP will be very beneficial as libraries move into more sophisticated imaging, multimedia, and networked technologies.

Gaylord Information Systems also announced the availability their **Digital Alpha AXP Computer**. In addition, Gaylord has successfully connected its **GALAXY Integrated Library System** with other library systems using Z39.50 protocol. The Alpha AXP system is based on the 64-bit DECchip 21064, the industry's fastest microprocessor, designed to accommodate high-performance features like ultra high speed multiple instruction sets, and symmetric multi-processing. ☛

number, so that publisher shipments intended for the library reached the library, examination copies sent to professors reached them, and, most importantly to Russ Reynolds, those books shipped to the stores reached them before the students did — particularly during the Spring and Fall “rush.”

The Z39 standards development group (actually, we were called a Subcommittee, since Z39 was a Committee, if you get the picture) looked at a number of different numbering “schemes” in the course of the development of the SAN. The first look said, “Dun & Bradstreet, the U.S. Government, and others have assigned numbers to organizations, why not use those?” The answer was that, in fact, unincorporated college stores might not have such numbers, nor would those numbers cover the branch offices of the same organization — i.e. the over 1,000 Waldenbooks locations. The second look said, “why not assign a base number to a ‘headquarters’ office and then suffix numbers (e.g. 001, 002, etc.) to the branches.” That, in terms of publishing, then became “Bill-To” headquarters and “Ship-To” location suffixes. Such a scheme seemed workable for publishers, booksellers and even public and academic libraries. However, when we started thinking about schools, school systems and school libraries, the scheme fell apart. In many cases, the “central, buying” office for a transaction is the local school; in other cases that same school building may be the shipping address for a school system-wide purchase. And then there are the many instances where publishers ship to the school, bill the school system office, and send the statement to the Department of Education.

The final result of this deliberation was the SAN as we know it today — a 6-digit-plus-check-digit number assigned to a specific geographic address of a specific organization, without meaning unto itself, although it can certainly be used as the “Bill-To” or the “Ship-To” address in any business transaction. No meaning, no suffix, and only a bit of logic, as the Waldenbooks and B. Dalton stores were given blocks of numbers so that some of the digits in the SAN reflect the store number. Similarly, the older NACS members also will find their membership number in their SANs. The organization specified in the ANSI/NISO standard as the Maintenance Agency is

the R.R. Bowker Company (now a part of Reed Reference Publishing).

SANs were assigned to the organizations in all of the Bowker publications, including the Publishers, Distributors & Wholesalers in the directory of the same name, the bookstores in the *American Book Trade Directory* and the libraries in the *American Library Directory*. Recently Bowker has numbered all of the schools receiving Federal assistance and is working to complete its school numbering.

The original suggested use of the SAN was that it be printed on order forms, letterhead and checks, so that clerks in publishers’ order fulfillment departments could identify the correct name and address for shipments (no, those 4 cartons of 36 copies of the latest text are NOT to be shipped to the library on campus), for application of payments, and to answer general customer service queries.

Then came the electronic revolution. It became obvious to the folks we now call BISAC, when they started their organization 20 years ago, that the 1980 ANSI standard SAN was THE way to identify Bill-To and Ship-To addresses in their electronic data interchange formats (known as EDI for those of you who have never read this column before), sent on computer tape from one location to another. When organizations such as the Association of American Publishers’ PUBNET (EDI) service evolved, they needed an electronic “mailbox” address for each publisher and bookseller on their system. What was more appropriate, they thought, than the SAN.

Within the last few years, BISAC started developing EDI formats for communication between publishers and the organizations which supply paper and cloth for books and those which print and bind the final products. When the ANSI standard came up for its five year review (that review is mandatory for all ANSI, ISO, and other international standards) in 1990, the standard was modified to include the book and journal manufacturers, so that they, too, could be identified by SAN in EDI transactions in the future. Bowker is currently working with the Book Manufacturers Institute to get SANs to this sector of the book community.

Where are we today? Last week, on

April 12, 1994, **CommerceNet** was announced. This is a joint venture of Enterprise Integration Technologies, the National Center for Computing Applications at the University of Illinois and RSA Data Security, whose Press Release describes CommerceNet as a “large-scale market trial of electronic commerce on the Internet,” with a “secure version” of Mosaic “that enables easy access to thousands of multimedia information services on the Internet.” In the last issue of *Against the Grain*, this column described the efforts underway to provide for the appropriate protocols for EDI on the Internet.

With all of this happening, can electronic location identification STANDARDS be far behind? I suspect that you can hear them breathing if you stop for just a minute. And, who will be the source of such location identification codes, nationally and internationally? Arthur Andersen & Company just completed a study commissioned by the U.S. Uniform Code Council (UCC) — the folks who bring you the bar code on EVERYTHING in your supermarket, including mass market paperback books, as well as working with VICS, the group concerned with EDI in the general retail marketplace — and the EAN International, the article numbering authority in Brussels. The report said that the UCC and EAN are *ideally* suited to number the locations in the world and the EAN has begun doing so. The book trade in the U.K. has purchased EAN numbers to be used as a prefix to its Standard Address Number. (Not surprisingly, their SAN is identical to ours. After all — they invented the ISBN, so the least we could do was reciprocate!) In the U.S., the UCC is a little more conservative, working with the book trade on interim location numbers that work in conjunction with existing SANs, as they further investigate the implications of location numbers for shipments, for EDI transactions, and for national and global identification in a digital world. Let’s wish them luck, as we each dig into our files to find our SANs, so that we can connect to our EDI trading partners immediately and, possibly, through CommerceNet in the very, very near future!

[If you need help finding your SAN, check the appropriate Bowker directory. If it isn’t there, contact Sandy Paul at SKP Associates, 160 Fifth Ave., N.Y., NY 10010, Internet 4164812@MCI-MAIL.COM, phone 212/675-7804, FAX 212/989-7542.]