



Notes from the Marketing discussion

CC member meetings in Vienna,
May 2017

Marketing discussion - 1

André told us about the Norwegian work on the introduction of PEPPOL. Focus on business value (efficiency, standardization, etc.) and less on technology.

Sören suggested a tour-de-table with the question of whether there is an interest in participating in the marketing work.

Niels (IBM) stressed that it is important to spread PEPPOL to non-member countries, even outside Europe. Good to have a conference, focus on both B2B and B2G.

Serge (BE): important to spread understanding of PEPPOL. There are many misunderstandings. The value of the model is often underestimated.

Italy: Started work in one region but is working on spreading PEPPOL. National invoice format is a challenge. That Italy is a PEPPOL authority is a big step forward.

Marketing discussion - 2

Poland: Poland's involvement in OpenPEPPOL is in line with the introduction of the EU Directive and allows cross-border exchanges. They use the e-invoice forum to spread information. Several marketing initiatives are planned. They consider that their activities will also be relevant for B2B.

Ger (IBM): Neutral information is important, also in many languages. Perhaps the PEPPOL authorities can disseminate information nationally in their respective languages.

Serge (BE): Many access point operators do not attend our meetings. How is the information distributed to these actors? Good to have a marketing team.

Marketing discussion - 3

Sven: Denmark supports PEPPOL and sees the EU directive as an important driving force. They also work to spread the use of orders and catalogues. Mandatory e-invoice has been around for 12 years. NemHandel (infrastructure) and OIO (format) will continue to exist in parallel to PEPPOL.

Finland: Early in creating e-invoice networks and has not had such a large need for PEPPOL so far. Cross-border trade is a driving force. Marketing is necessary and can be done better. Finnish operators are aware of PEPPOL and many have implemented it.

Marketing discussion - 4

Oriol (SP): In Spain, funding from CEF has been assigned and the purpose is to create a mapping between the EN invoice with Factura-e. Catalonia has also received CEF money and will use PEPPOL. There are currently two access points in Spain. Legislation requires the use of the Spanish access points (not PEPPOL) against the public sector. The EU directive is important for Spain, but it may take some time before PEPPOL becomes relevant.

Germany (Ansgar): In the case of e-invoice, other initiatives for standardization (Zugferd?) is ongoing. Effort is put into e-tendering adoption.

UK / NHS: The strategy has been to finance operators to implement PEPPOL, but it is not a long-term effective strategy. PEPPOL should broaden to more business processes to capture more users.

Marketing discussion - 5

André: Spread in B2B but also interest in B2C. The potential is great in this area. Also, pilot around financial flows. In Latin America, e-invoice has been introduced primarily for tax purposes / control. Also PEPPOL may be interesting there. Need to activate the marketing activities. Perhaps the participants can use resources from their marketing departments? OpenPEPPOL does not have its own resources to drive the work. Contributions are requested from members regarding distribution.