



## HOW IDEA HELPS DISTRIBUTORS

“Our ability to serve customers over the web is growing, and our partnership with IDEA is a big contributor of this success.”

– Lura McBride, COO, Van Meter Industrial

### Knock Out the Competition.

We help hundreds of electrical distributors compete with national chains and find the most cost-effective methods for running day-to-day business. We provide the product data you need to sell through web storefronts, mobile apps and traditional methods so you can meet rapidly-evolving buyer expectations. All of our applications are built on a strong standards-based foundation to help you speak one common language with suppliers, automate labor-intensive manual tasks, and speed up the quote-to-cash cycle.

### By the Industry. For the Industry.

IDEA is the official eBusiness standards creating and setting body for the electrical industry. Our company was founded by members of the National Association of Electrical Distributors (NAED) and the National Electrical Manufacturers Association (NEMA) in 1998, and our Board is comprised of distributor and manufacturer leaders who use our applications.

Automate daily tasks and confidently display product catalogs from anywhere using IDEA’s eBusiness applications.

**2,000+**  
manufacturer brands have product data available in the IDW today.

**\$73K**  
profit for every 10 million in sales by obtaining product data from the IDW.<sup>1</sup>

**\$32**  
per order can be saved by going electronic with the IDX.<sup>2</sup>

**75%**  
increase in invoice accuracy by using the IDW and IDX together.<sup>3</sup>

1. Kropp, B. (2002). The Financial Benefits of Data Synchronization. Rosslyn, VA: National Electrical Manufacturers Association (NEMA) Business Information Services.

2. Sterling Commerce. (2008). B2B: Get the most out of your business relationships while maximizing the ROI of your existing B2B investment.

3. Industry Data Exchange Association, Inc. (IDEA). (2009). Success Story: A Journey through Data Discovery. Retrieved from [http://www.idea-esolutions.com/xres/uploads/success-story-files/Case\\_Study\\_DataDiscovery.pdf](http://www.idea-esolutions.com/xres/uploads/success-story-files/Case_Study_DataDiscovery.pdf).

# Applications for **Distributors**

IDEA's applications provide quality product data that powers more than 8,000 distributor locations and helps you compete with national chains. Here's how we make your life easier and your customers happier.

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Access quality product data in one place & one format

## **The Industry Data Warehouse - IDW**

The IDW enables you to easily access accurate and timely product and pricing data provided directly from manufacturers—in one place and in one standardized electronic format. We continually enhance the product data available through the IDW to meet rapidly-evolving buyer expectations.

### **Tools & Services**

**IDW/CIMM2 DataSync Service:** Efficiently update your Catalog Information Material Management web storefront software (CIMM2 from Unilog) with IDW product data. IDEA maintains our own Master CIMM2, which is synchronized with the IDW on a weekly basis. Synchronization between two CIMM2 platforms is quick and reliable, with consistent data formats and no custom mapping requirements. Through this service, the most current IDW data is always available for IDW Catalog Plus subscribers using the CIMM2 solution.



Automate the quote-to-cash cycle using EDI

## **The Industry Data Exchange - IDX**

The IDX enables you to automate the quote-to-cash cycle using electronic data interchange (EDI) so the right order is received on time and you are paid faster. Purchase orders, invoices, advance ship notices—any EDI business document—can be sent, received, tracked, searched, sorted, and analyzed using the IDX application. You can save \$32 per order by switching from paper-based to electronic processes with the IDX.<sup>2</sup>

### **Tools & Services**

**Conexiom (powered by ecmart):** Automate order management with trading partners that are not EDI-capable by utilizing the IDX text-to-EDI conversion tool. This tool can help you quickly increase the percentage of your orders that are processed electronically, dramatically increasing the productivity of your customer service reps.

**IDX Managed Services:** Conduct and expand your EDI operations without the need to hire additional staff or purchase new software. IDEA offers à la carte service options such as EDI Mapping and Managed AS2 Connections so you only pay for what you need.

Please contact [info@idea4industry.com](mailto:info@idea4industry.com) to request more information or to schedule a one-on-one.

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