



## HOW IDEA HELPS MANUFACTURERS

### Organize. Connect. Sell.

IDEA helps hundreds of electrical manufacturers bring products to market and find the most cost-effective methods for running day-to-day business. We provide a one-to-many connection so you can strengthen trading partner relationships and differentiate products while lowering operational expenses. All of our applications are built on a strong standards-based foundation to help you speak one common language with trading partners, securely publish product data to various sales channels, 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 Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED) in 1998, and our Board is comprised of manufacturer and distributor leaders who use our applications.

Automate daily tasks and move products off the shelf faster by publishing product data with IDEA's eBusiness applications.

8,000+

distributor locations use the IDW to power their business systems, catalogs and web stores.

\$97K

profit for every 10 million in sales by sending product data through the IDW.<sup>1</sup>

30%

annual savings and thousands added to the bottom line by switching to the IDW for all your EDI needs.<sup>2</sup>

80%

average savings per order to send product data with the IDW compared to using paper methods.<sup>2</sup>

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

2. Industry Data Exchange Association, Inc. (IDEA). (2011). Success Story: Switching on the Savings. Retrieved from <http://www.idea-esolutions.com/customers/ss-detail/switchin-on-the-savings>.

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

# Applications for **Manufacturers**

IDEA's applications help manufacturers quickly and securely share product information with their trading partners.

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Securely share  
product data with  
thousands

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

The IDW is an online application that enables you to securely share accurate and timely product and pricing data with distributors and other trading partners—in one place and in one standardized electronic format. Hundreds of electrical manufacturers representing over 2,000 brands use the IDW to differentiate their products, inform trading partners of new products, and communicate updates throughout all stages of the product lifecycle. The result? Trading partners use the IDW content provided by manufacturers to move products off the shelf faster.

### **Tools & Services**

**\*IDW Analytics Tool:** This on-demand assessment tool empowers your team to evaluate the quality of your product data in the IDW through the eyes of distributors, and fix data quality issues at their source.

**\*IDW Data Management Service:** This service gives you access to IDEA's data management specialists who can help you quickly fix any product data errors that you uncover, guaranteeing that your data in the IDW is clean and error-free.

**IDW Critical Content Fulfillment Service:** This service gives you the option to outsource some (or all) of the data gathering and formatting work to quickly populate the 43 critical fields for your items in the IDW. These fields contain transactional and descriptive product information needed by distributors to conduct business and sell your products (e.g. brand, packaging, price effective date, etc.).



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>3</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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