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## Data Certification Program Overview

### What is IDEA's Data Certification Program?

IDEA's **Data Certification Program** measures the **breadth**, **depth**, and **quality** of data available in the Industry Data Warehouse (IDW) at the item level. The Data Certification Program focuses on 43 critical data fields in the IDW which are the sets of transactional, pricing, packaging, and web store information (e.g., brand, packaging, price effective date, etc.) that comprise the minimum data needed by distributors to conduct business and sell manufacturers' products.

To support IDEA's goal of increasing the breadth, depth, and quality of the IDW, the Data Certification Program evaluates IDW data using two different metrics - **compliance** and **excellence** - and a visual check of the data to determine if the data is certified.

### What is compliance?

**Compliance** measures the depth, or completeness, of a manufacturer's product and pricing data in the IDW. A product is identified as "compliant" if each of its 43 critical data fields is complete and fully attributed (has the identified critical attributes populated; or has at least five or 30% of the available category attributes populated). From directly within the IDW, manufacturers and their authorized distributors alike can see a manufacturer's progress toward compliance using the following:

- The **IDW Compliance Module** enables manufacturers to drill down into each of the critical fields to identify which of their items are missing data. The **IDW Excellence Module** gives manufacturers a tool to identify which of their items do not meet any of the excellence rules.
- The **IDW Distributor Dashboard** and the **Data Certification landing page** provide distributors with increased visibility into, and field-level awareness of, their authorized manufacturers' IDW data on demand.

### What is excellence?

Once an item is compliant, the quality of data within its critical fields is measured against the excellence metric, which consists of **two quality checks**:

1. Programmatic – Industry standards and IDEA best practices (a combination of industry standards, best practices, customer feedback, IDEA expertise) are applied to data at the item level.
2. Visual – Once 95% of a manufacturer's items pass the programmatic checks, a representative random sample of those items is subjected to a quarterly visual quality review conducted by a team of IDEA's Data Quality Specialists.

Here is an example of what the visual review will confirm: While having a product image is mandatory for an IDW item to achieve compliance, the quality of that image is assessed

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during the visual quality evaluation. Our Data Quality Specialists will evaluate whether the image is the item described in the invoice description; if it is the correct color based on the description and/or the product attributes; whether it is high resolution or low; whether it is an image of just one item or a representative image of a group of items, etc.

### ***Exemptions:***

Some of the 43 critical fields may be exempt from the compliance and excellence requirements if the item is indicated as *Non-stock*; or is a *Repair/Replacement* item; or is a *non-price maintained* item. (Click the “Guidelines” icon on the Data Certification landing page within the IDW for the notations of all exempted fields.) The “exemption” status allows the manufacturer to leave those fields blank; however, if the field *is* populated, then all of the excellence rules are applied and must be met for the item to achieve programmatic excellence. **NOTE: The exemptions for *Non-stock* items (stock indicator code N) will be removed in 2017.**

### **What is certification?**

If the **entire random sample** of SKUs selected for the excellence visual check passes the review, the manufacturer’s **entire product line** will be considered “**certified**”. If less than the full sample set passes the visual check, then just those SKUs that pass will be flagged as certified. The “certified” designation is reserved for items that have all 43 critical fields populated (compliant) with data that is programmatically excellent, **and** that have passed the visual review step.

**Please note that items that are not fully populated - regardless of the exemptions - cannot be certified.** If the random sample set of a manufacturer’s items that was subjected to the visual review did not contain any non-stock items or repair/replacement items, and all 100 items in that set passed the visual review, the manufacturer’s full product line would be considered “certified”; however, the full product line may actually contain some SKUs that are not fully populated due to exemptions, yet have been flagged as certified. **NOTE:** Non-price maintained items (status code K) are the only items to which this stipulation does not apply, and they can be certified without the pricing fields populated (by definition, such items do not have pricing populated).

Every quarter after the initial certification, the manufacturer’s data will be reevaluated through the same programmatic and visual checks. In case these quarterly checks uncover any deficiencies, IDEA's Data Quality team and Data Management team will work with the manufacturer to return their data to “certified” quality.

### **How can IDW users access data that has been evaluated against compliance and excellence metrics?**

Manufacturers and distributors can apply filters when extracting data from the IDW to allow for more selective extractions. Checkboxes are used to either select all of a manufacturer’s

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data, or specific combinations of data to extract in accordance with the Data Certification Program. Extract filters include the following:

- **Certified** – Items that have all critical fields (43) completely populated, and that have passed both programmatic and visual quality checks
- **Compliant** – Items that have all critical fields completely populated (*\* note exemptions*)
- **Not Certified** – Items that are eligible within the Data Certification Program (does not include Certified)
- **Noncompliant** – Items that are eligible within the Data Certification Program but do not have all critical fields completely populated
- **Ineligible** – Items that are not evaluated within the Data Certification Program

Stock Indicator / Item Status Codes Eligible for Compliance and Excellence				
Item status codes		Stock Indicator Codes		
		S	Q	N *
		Stock	Quick-Ship	Non-Stock
A	Active Item	Y	Y	Y
J *	Replacement / Repair Part	Y	Y	Y
K†	Non-price Maintained Item	Y	Y	Y
M	Mature Item	Y	Y	Y
P	Planned Obsolescence	Y	Y	Y
R	Replacement GTIN - new GTIN	Y	Y	Y
T	Item Alert – Temp Unavailable	Y	Y	Y

### Data Certification – Moving Forward

Certification will be an ongoing process for all manufacturers; if they are not certified, IDEA will work with them. IDEA’s Data Management Specialists will provide manufacturers with actionable reports based on the compliance and excellence metrics. When these reports are paired with the IDW Compliance Module, and the IDW Excellence Module (all tools/modules are available within the IDW with an IDW for Manufacturers Annual Support agreement), manufacturers can measure their own progress and ensure the quality and completeness of their data at the source. This will enable manufacturers to have clean and accurate data in the IDW and in their internal systems.

The Data Certification Program will evolve with the needs of the industry, and will follow the process used by IDEA’s Industry Standards Committee to announce changes in the 4<sup>th</sup> quarter of the year, which will take effect in the spring of the following year. Minor changes that do not involve programming changes in order for manufacturers to meet the addition/deletion of data requirements may be made throughout the year.



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If you have any questions, or would like more information about the Data Certification Program, please email [idwsupport@idea4industry.com](mailto:idwsupport@idea4industry.com), or contact your Data Management Specialist.