

A QUICK GUIDE TO **idw** FOR MANUFACTURERS

The result of a joint effort by NAED and NEMA, the **Industry Data Warehouse (IDW)** is an application that allows manufacturers to securely share accurate and timely product and pricing data with distributors and other wholesale trading partners from one centralized location and in one standardized electronic format. In essence: publish once, serve many.

eCommerce is affecting every **YOUR** business...

Being an industry leader today by no means guarantees success tomorrow. The rise of eCommerce and electronic communications are changing traditional business practices and making competition tougher than ever. In order to maintain competitive advantage, established companies must be ready to take on the challenge of some difficult changes.

The *DANGER OF INACTION* is real...

...and the **IDW** is the best plan of action!

If your company is to survive and thrive in the ever-fierce marketplace, you must evolve and embrace electronic business, and **the foundation of successful eBusiness is quality data**. With more of the electrical industry moving online, the demand for product data that is accurate, comprehensive, and automated is growing. IDEA's IDW is your state-of-the-art tool to ensure your product content is in line with the industry's expectations, and everyone is speaking the same language.

idw by the Numbers

- IDW has 2.5+ million SKUs.
- IDW has 2,000+ manufacturer brands represented.
- IDW serves 8,000+ distributor locations, who jointly represent >85% of the total \$ volume of NAED members.
- IDW is used by 18 out of the top 20 distributors on Electrical Wholesaling's "Top 200" list.
- IDW was proven to help manufacturers generate \$97,000+ in profit for every \$10 million in purchase order sales.
- IDW gives manufacturers unique access to contractor business market that is worth >\$80 billion.
- IDW offers you 350+ data fields to differentiate your products.
- IDW for Manufacturers Program has seen a 40% increase in participation from NEMA manufacturers in 2015.

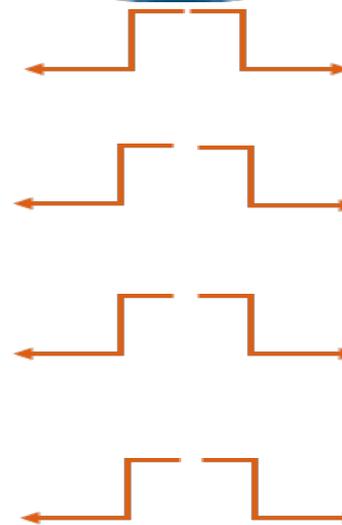
Resources to load your product data into the IDW system. You will have a variety of support options to help you through the process, e.g., IDW educational videos, data loading services, and the assistance of IDEA's Data Management Specialist team.

Cost of IDW for Manufacturers subscription. The cost is determined by the number of your company's stock keeping units (SKUs).

Time necessary for product data maintenance. New products are constantly introduced into the market, and new government regulations frequently put in place. Ensuring data quality means keeping your information accurate and up-to-date so more end users can specify and purchase your products.



- Significant cost savings. Bad pricing data leads to misquoted bids and lost sales; bad packaging data incurs extra warehouse expenses; bad marketing data makes it more difficult to fulfill customers' needs. In a nutshell: Bad data is costly, and the IDW helps you avoid those costs.
- Guaranteed data security. IDW regularly passes security audits to ensure its hosted data is secure and available only to distributors you authorize.
- Strengthened relationships with trading partners. Accurate comprehensive spec sheets make it easier for contractors and distributors to work with your products, increasing their trust in you as a partner and leading to a long-term, mutually beneficial collaboration.
- Brand and product promotion. Through IDEA's partnership with ElectricSmarts, IDW data is supplied directly to contractor estimating systems, giving manufacturer product data in the IDW more exposure throughout the supply chain, all the way down to the end user.



- Increased order processing efficiency. Speed up your sales cycle, and reduce order errors, returns, and related operational expenses. Realize 80% average savings per order to send product data with the IDW compared to using paper methods.
- Ownership and control of your data and brand. Your data is your company's intellectual property. IDW respects that, and allows you to decide who gets access to your data, as well as who is authorized to change or update it.
- Effortless product life cycle management. IDW allows you to notify trading partners of price changes and replacement parts before they go into effect. Once loaded in the IDW, new items will be on your authorized distributors' websites within 24 hours.
- Differentiation from competition. Short catalog descriptions can't compare to the robust marketing content you can enter into the IDW to help your product stand out (from images and technical drawings to warranty information, MSDS sheets, and more.)

To thrive in the ever-fierce eCommerce marketplace, you must embrace the new game rules of the digitalized business world. Don't let fear of change and the challenges involved stop you from making forward-thinking, proactive decisions to compete. Join those manufacturers who are already using the IDW today.