

FOR IMMEDIATE RELEASE

June 7, 2016

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IDEA Announces Strategic Alliance with Stibo Systems

Stibo Systems' MDM Platform Will Power IDEA's Next-Generation IDW Platform to Standardize & Manage Product Data

ARLINGTON, VA – The Industry Data Exchange Association, Inc. (IDEA) announces its strategic alliance with [Stibo Systems](#), the global leader of multidomain Master Data Management (MDM) solutions. IDEA has selected Stibo Systems' MDM solution STEP Trailblazer to power the next-generation Industry Data Warehouse (IDW). The platform will be used to standardize and manage manufacturer product data, and will be implemented and managed by IDEA.

“IDEA needed a partner who was technologically equipped and passionate about making this application more efficient and effective. We selected Stibo Systems due to their flexible MDM offering, and their reputation for being engaging and committed,” said Paul Molitor, President and CEO, IDEA. “We’ve also launched our [Next-Gen IDW User Group](#) to collect insights about current user challenges, functionality requests, and user priorities, which will complement Stibo Systems’ offerings and help guide the improvement of the IDW platform.”

The current IDW platform serves as the electrical industry’s product information data pool for North American companies. It 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. To support IDEA’s goal of increasing the depth, breadth, and quality of content in the IDW, IDEA and Stibo Systems are working together to build and deploy the enhanced next-generation IDW platform. IDEA will leverage Stibo Systems’ highly flexible MDM solution to give the new platform a more user-friendly interface, strengthen and enforce product data security and authorizations, and monitor and report on product data to ensure it adheres to quality and compliance standards.

“With an ever increasing number of products to manage, manufacturers and distributors are finding that, without appropriate data management in place, problems such as inconsistent or duplicate data can quickly affect business operations, profits, and customer loyalty,” said Todd Callen, Executive Vice President, Stibo Systems. “IDEA understands these challenges and is actively working to facilitate the accurate and reliable exchange of information. We are thrilled to have been selected as their MDM provider and look forward to helping them achieve the utmost value for their members.”

To learn more about the relationship between IDEA and Stibo Systems, please contact IDEA at info@idea4industry.com.



About IDEA: The Industry Data Exchange Association, Inc. (IDEA) is the official technology service provider and eBusiness standards body of the electrical industry. The company helps thousands of manufacturers and distributors find the most cost-effective methods for running day-to-day business. IDEA's applications help connect the supply chain and make business processes efficient, easy and enjoyable for people every day. IDEA was founded in 1998 through a partnership rooted in the collective leadership of the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED) members. Their applications also bring value to vertical markets such as industrial, retail, and consumer-packaged goods. IDEA is headquartered in Arlington, VA (idea4industry.com).

About Stibo Systems

Stibo Systems is the global leader in multidomain Master Data Management (MDM) solutions. Industry leaders rely on Stibo Systems to provide cross-channel consistency by linking product and customer data, suppliers and other organizational assets. This enables businesses to make more effective decisions, improve sales and build shareholder value. During the last 30 years, Stibo Systems has helped hundreds of companies to develop a trusted source of operational information. A privately held subsidiary of the Stibo A/S group, which was originally founded in 1794, Stibo Systems' corporate headquarters is located in Aarhus, Denmark. For more information visit www.stibosystems.com.

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