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CONTACT: Colleen Psomas

Phone: (703) 562 4681

Email: cpsomas@idea4industry.com

IDEA Announces NAED's Endorsement of the IDW as Preferred Source of Manufacturer Product, Pricing Information

*NAED joins National Electrical Manufacturers Association in public support of the IDW;
IDEA addresses NAED distributor needs and challenges with commitment to data quality and accessibility*

ARLINGTON, VA – The Industry Data Exchange Association, Inc. (IDEA) today announces the National Association of Electrical Distributors' (NAED) official endorsement of IDEA's Industry Data Warehouse (IDW) as the preferred source of manufacturer product and pricing information for NAED member companies.

NAED now joins the National Electrical Manufacturers Association (NEMA) in its public support of the IDW. IDEA's IDW efforts address NAED distributor needs and challenges with a commitment to manufacturer data quality and accessibility.

"By subscribing to IDEA services, our distributors are able to plug into the same product information as the rest of the supply chain," said Tom Naber, president and CEO, NAED. "A growing number of our members rely on the IDW to gain access to a comprehensive database where they can exchange quality and reliable data that is assessed to meet industry standards. IDEA's commitment to working with manufacturers to increase and improve this information through the Data Certification Program helps address our industry's need for high-quality data and allows our distributors to maintain focus on their number one priority – their business."

IDEA's IDW provides distributors with secure access to accurate and timely manufacturer product and pricing information, aggregated in one standardized, centralized source. Data in the IDW is regularly updated by manufacturers and is thoroughly evaluated against industry standards and best practices to ensure quality, consistency, and completeness. The IDW also facilitates communication between distributors and manufactures with tools such as the Data Quality Reporting Tool, through which distributors can report incongruous data directly to manufacturers and IDEA.

IDEA [recently announced](#) that it has partnered with Stibo Systems to power the next-generation IDW. With this new platform, NAED distributors will benefit from an easier onboarding process, a simpler communication channel between the entire supply chain, and enhanced visibility of manufacturer information. This investment in a new state-of-the-art platform aims to better address current user challenges and industry needs, and ensures that IDEA will be capable of evolving to meet the future needs of electrical distributors, as well.

"We're constantly working to improve the user experience and ease-of-business for our distributor customers," said Paul Molitor, President and CEO, IDEA. "NAED's endorsement of the IDW provides us with an indication that we're on the right track, and further fuels our dedication to supporting and serving the channel in the best way possible."



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 NAED: *NAED is the trade association for the \$70+ billion electrical distribution industry. Through networking, education, research, and benchmarking, NAED helps electrical distributors increase profitability and improve the channel. NAED's membership operates in more than 5,100 locations internationally (naed.org).*

About NEMA: *The National Manufacturers Association (NEMA) represents nearly 400 electrical, medical imaging, and radiation therapy manufacturers. Our combined industries account for more than 400,000 American jobs and more than 7,000 facilities across the U.S. Domestic production exceeds \$117 billion per year. Our industry is at the forefront on electrical safety, reliability, resilience, efficiency, and energy security (nema.org).*