

DATA WAREHOUSE

Securely **access product & pricing data** from your suppliers



The Industry Data Warehouse - IDW

More than 8,000 electrical distributor locations across the US and Canada use the IDW to make more sales and knock out national chain competitors.

The Industry Data Warehouse (IDW) enables you to securely access accurate and timely product and pricing data directly from your suppliers—in one place and in one standardized electronic format. The content from the IDW can be used to quickly build a web storefront and mobile app to differentiate your company from competitors.

Always be the first to know.

Using centralized and standardized IDW product data means your business system is accurate and in sync with your suppliers. Manufacturers regularly update the IDW with transactional, packaging and marketing content, and IDEA checks it against industry eBusiness standards to ensure quality, consistency and completeness.



Without the IDW, we'd need 3-4 times more staff internally, and even with that extra manpower, the quality of the product data would still not be as good as what we receive from the IDW today.

Jeff Skiles, Kirby Risk Electrical Supply



2,000+

manufacturer brands have product data available in the IDW today.



8,000+

distributor locations use IDW to power their business systems and catalogs.



\$73K

profit for every 10 million in sales by obtaining product data from the IDW.



75%

increase in invoice accuracy by using the IDW and IDX together.

Key features & **benefits**



Data source transparency

Reduce order errors and operating expenses by using manufacturer-supplied or approved product data. IDEA goes direct to the manufacturer to get product data and works with them to develop a sustainable process to keep it up-to-date. With the IDW, you'll know exactly where the product data comes from.



Multiple levels of data access

Customize data extraction settings and price sheet options for specific suppliers and be notified of price changes and replacement parts before they go into effect for maximum business system efficiency.



Access to accurate, timely marketing content

Keep your internal systems, catalogs, web storefronts and mobile apps current and accurate with spec sheets, attributes, images and descriptions. The IDW also supports videos, RoHS compliance information, MSDS and much more.



Data tracking and reports

Access detailed reports and summaries of all data import and export activities, then print or export to Excel directly from the screen you're viewing. Set up automated data downloads, with the option to only download items that have been added or changed since your last download.



Platform and format independent content

Extract product data regardless of what system or file format you use. Compatible with XML, EDI, Flat File and many others, you can continue to use your current business system and software, and get more results from it.



Standards-based validation

The product data in the IDW has been scrubbed and validated against industry eBusiness standards to ensure quality and consistency. This enables you to speak one common language with your suppliers and reduce the time and effort spent on translating or reformatting content.



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