

WHY DISTRIBUTORS WANT YOU TO JOIN THE **idw**

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 information with distributors and other wholesale trading partners from one centralized location and in one standardized electronic format. In essence: publish once, serve many.

Unique **idw** Advantages



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.



SIGNIFICANT COST SAVINGS
Bad pricing data leads to misquoted bids and lost sales; bad packaging data incurs extra warehouse expenses; bad marketing information makes it more difficult to fulfill customers' needs. In a nutshell: Bad data is costly, and the IDW helps you avoid those costs.



STRONGER 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.



INCREASED ORDER PROCESSING EFFICIENCY
Speed up your sales cycle, and reduce order errors, returns, and related operational expenses.



GUARANTEED DATA SECURITY
IDW regularly passes security audits to ensure its hosted data is secure and available only to distributors you authorize.



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.



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 various images types and technical drawings to warranty information, MSDS sheets, and more.)

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 2.2+ million SKUs.
- IDW has 2,000+ manufacturer brands represent-ed.
- IDW serves 6,500+ distributor locations, who jointly represent >89% 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 information fields to differentiate your products.



BY THE INDUSTRY FOR THE INDUSTRY

Industry Data Exchange Association (IDEA) is the official eBusiness standards creating and setting body for the electrical industry. IDEA was founded by members of the National Association of Electrical Distributors (NAED) and the National Electrical Manufacturers Association (NEMA) in 1998, and our Board is comprised of distributor and manufacturer leaders who use our applications.

2900 Crystal Drive | Suite 500 | Arlington, VA 22202
p 703-562-4600 • f 703-562-4650 • www.idea4industry.com

To request more information about the Industry Data Warehouse (IDW) or to schedule a one-on-one, please contact info@idea4industry.com