

WHY DISTRIBUTORS WANT YOU TO JOIN THE **idea** **CONNECTOR**SM

IDEA ConnectorSM is a Master Data Management (MDM) platform that allows manufacturers and distributors to securely share accurate and timely product and pricing data from one centralized location and in on standardized format.

The IDEA ConnectorSM Advantage



SIGNIFICANT COST SAVINGS

IDEA ConnectorSM helps you avoid unnecessary costs.



STRONGER RELATIONSHIPS WITH TRADING PARTNERS

Automated processes that allow you to quickly share accurate and complete product information with your partners.



INCREASED ORDER PROCESSING EFFICIENCY

Speed up your sales cycle by reducing order errors, returns, and related operational expenses.



GUARANTEED DATA SECURITY

IDEA ConnectorSM 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, IDEA ConnectorSM data is supplied directly to contractor estimating systems, giving manufacturer product data in the IDEA ConnectorSM more exposure throughout the supply chain, all the way down to the end user.



EFFORTLESS PRODUCT LIFE CYCLE MANAGEMENT

IDEA ConnectorSM allows you to notify trading partners regularly of price changes and replacement parts before they go into effect. Once loaded in the IDEA ConnectorSM, new items can sync with your authorized distributors' websites within 24 hours.



OWNERSHIP AND CONTROL OF YOUR DATA & BRAND

IDEA ConnectorSM allows you to control who can access, update or change your data.

Make your products stand out

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 information that is accurate, comprehensive, and automated is growing. IDEA's IDEA ConnectorSM 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.



CONNECTORSM by the Numbers

2,000+
Manufacturer
Brands Represented

18 OF TOP 20
Distributors on Electrical Wholesaling's
"Top 200" list use IDEA ConnectorSM



2.2M+ SKUs are in the
IDEA ConnectorSM

>7,000

Distributor locations served, who
jointly represent 90% of the total
\$ volume of NAED members



\$97,000

was generated in profit for
every \$10 million in purchase
order sales due to the help
of the IDEA ConnectorSM

\$80 Billion+

Contractor Business market
is uniquely accessible to
manufacturers in the
IDEA ConnectorSM



BY THE INDUSTRY FOR THE INDUSTRY

To request more information about the IDEA ConnectorSM or to schedule a one-on-one, please contact info@idea4industry.com.