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APPLICATIONS & SERVICES

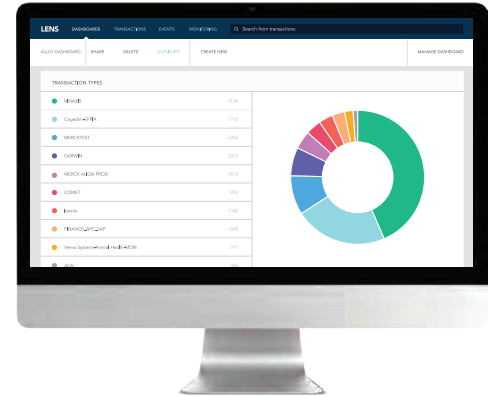We **unite experts** and **distribute data** through automation.

Providing Manufacturers & Distributors, Across Multiple Industries, with **High-Quality Data** & **Automated Document Processing**

IDEA applications and services provide manufacturers and distributors with the tools they need to effectively manage daily operations—resulting in lower costs, higher profits, and more satisfied customers.

Our applications provide high-quality data and document process automation that allows businesses to operate more efficiently. Paired with outstanding customer service, we empower businesses to take that strategic leap forward with new technology.

idea
EXCHANGE℠

IDEA Exchange℠ is an electronic data interchange (EDI) platform that enables you to exchange eBusiness documents such as purchase orders, invoices, and advance ship notices with your suppliers and customers faster, easier, and more securely than traditional Value-Added Networks (VANs) or paper-based methods.

ONLINE DOCUMENT TRACKER

View the status of all your documents to see if they were successfully sent and received.

IN-NETWORK TRANSLATION

Send documents in one format, enable receipt in another. Formats could include: EDI, EDIFACT, Flat Files, XML, binary, and graphic files.

FLEXIBLE DOCUMENT VIEWING

View your documents in both the format you sent them, and in the format they were received.

COMMUNICATION WITH NON-EDI COMPANIES

Send and receive documents seamlessly to and from companies that aren't EDI capable with web forms and flat files.

UNRIVALED SECURITY

IDEA Exchange has multiple layers of security including: firewalls, encryption, certificates, authentication, and validation, with a fully redundant network and disaster recovery.

DOCUMENT REPROCESSING

Regenerate EDI documents with point and click ease. Never spend time or resources recreating EDI documents again.

IDEA Exchange Managed Services is an à la carte service option that allows you to have it all: speed, simplicity, security, and peace of mind. Stay up-to-date without the complication of hiring new staff or purchasing software. IDEA can provide these services:

EDI Mapping/ Translation Services

Managed AS2/FTP Connections

Trading Partner Implementation
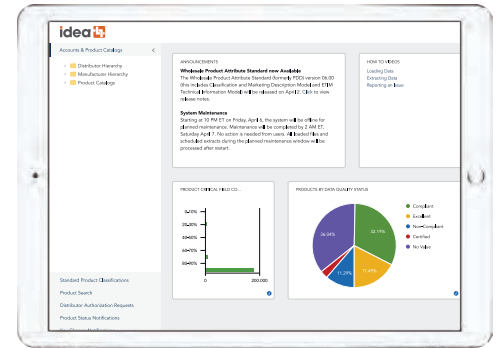
EDI Professional Services

U.S.-BASED PHONE SUPPORT
24/7 support when you need it most

idea CONNECTOR[SM]

For Manufacturers

IDEA Connector[SM] is a Master Data Management (MDM) platform that allows manufacturers and distributors to securely share accurate and timely product and pricing information through one centralized location and in one standardized electronic format.

SIGNIFICANT COST SAVINGS

Bad data is costly. IDEA Connector helps you avoid unnecessary costs.

GUARANTEED DATA SECURITY

IDEA Connector regularly passes security audits to ensure its hosted data is secure and available only to distributors you authorize.

OWNERSHIP AND CONTROL OF YOUR DATA & BRAND

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

STRONGER RELATIONSHIPS WITH TRADING PARTERS

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

BRAND AND PRODUCT PROMOTION

Through IDEA's partnership with ElectricSmarts, IDEA Connector data is supplied directly to contractor estimating systems, giving manufacturer product information in the IDEA Connector more exposure throughout the supply chain, all the way down to the end user.

INCREASED ORDER PROCESSING EFFICIENCY

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

EFFORTLESS PRODUCT LIFE CYCLE MANAGEMENT

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

Coming Soon

MORE DATA LOADING OPTIONS
Load your product information faster.

NEW WEB INTERFACE
More access options so you can make updates quickly.

ENHANCED DATA VALIDATION
Find data errors quickly.

NEW & ENHANCED PRODUCT DATA QUALITY PROGRAM

The new data quality program will provide tailored data quality scores on the data that is most important to your company.

- Distributors will choose the products and the attributes for their eCommerce site that they wish to measure in the platform.
- Distributors will be able to communicate those measurements directly with their trading partner.
- Manufacturer will have a more tailored road map to prioritize what data sets to load and when.

$80 Billion+
Contractor business market is uniquely accessible to manufacturers in the IDEA Connector

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

2.2M+
SKUs are in the IDEA Connector

350+
Information fields to differentiate your products

>7,000
Distributor locations served, who jointly represent 90% of the total $ volume of NAED members

3,000+
Manufacturer subbrands represented

700+
Manufacturer brands represented

$97,000+
Generated in profit for every $10 million in purchase order sales using IDEA Connector

idea CONNECTOR℠ For Distributors

ACCURATE & TIMELY PRODUCT INFORMATION
IDEA's Data Quality Program analyzes all data in the IDEA Connector℠ to ensure it's complete, accurate, up-to-date, and in line with the industry's highest expectations.

DATA SOURCE TRANSPARENCY
All the content within the IDEA Connector is specifically categorized to provide maximum transparency regarding where the product data comes from.

QUALITY & CONSISTENT STANDARDIZED DATA
The product data in the IDEA Connector has been scrubbed and validated against wholesale industry eBusiness standards to ensure quality and consistency.

RICH MARKETING CONTENT
Gain access to manufacturer-provided marketing content to help sell their products including: product descriptions, spec sheets, technical drawings, attributes, images, videos, and more.

FAST QUOTE-TO-CASH PROCESS
The IDEA Connector℠ enables you to receive supplier-specific net pricing files.

MULTIPLE LEVELS OF DATA ACCESS
The IDEA Connector allows you to customize your data extraction settings and price sheet options for specific suppliers.

Coming Soon

TAILORED COMPLIANCE SCORES
On manufacturer data that is more important to you.

INTEGRATED EXTRACT & MAPPING TOOL
Will help you create a customized extract faster.

NEW & ENHANCED PRODUCT DATA QUALITY PROGRAM
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2.2M+ SKUs are in the IDEA Connector

700+ Manufacturer brands Represented

3,000+ Manufacturer subbrands Represented

>7,000 Distributor locations served, who jointly represent 90% of the total $ volume of NAED members

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

$73,000+ Generated in profit for every $10 million in purchase order sales using IDEA Connector

idea STANDARDS℠

IDEA brings expert volunteer distributors and manufacturers together throughout the year in a collaborative to refine our data model and specifications for the IDEA Connector℠ and IDEA Exchange℠ services. These guidelines, business rules, and standardized product descriptors ensure an industry-approved approach to improve marketing content, product data, and international trade.

EFFICIENT AND ACCURATE INFORMATION SHARING

Consistent specifications enable better information sharing among all organizations, which ensures that everyone is speaking the same language.

DEVELOPED BY BUSINESS EXPERTS

Dozens of distribution and manufacturing experts volunteer their time to contribute to updating business standards each year.

PROACTIVE FOR THE FUTURE

As competitive pressures continue to grow, it's critical to develop and follow business data and eCommerce standards to support future business opportunities.

UPDATES RELEASED ANNUALLY

IDEA's attribute specification updates are released once a year.

The IDEA Connector User Group reviews and sets standards for the following classifications and marketing information:

PRODUCT ATTRIBUTE SPECIFICATION (PAS)

This product attribute specification is the foundation for the IDEA Connector platform's format, specifications, and guidelines, offering a standardized template that defines how product-centric data should be exchanged in the channel. Formerly called the PDD.

EDIpro

A set of industry-specific guidelines based on the ANSI X12 standards for EDI provides a standardized way of automating the exchange of traditional business documents electronically, between trading partners, through the IDEA Exchange, and to and from the IDEA Connector.

CLASSIFICATION ATTRIBUTE SPECIFICATION (CAS)

This category attribute specification is based on the United Nations Standard Products and Services Codes (UNSPSC), a global categorization system. It enables manufacturers to communicate standardized product descriptors, such as color, voltage, material, etc., to their trading partners through the IDEA Connector.

NET PRICE

IDEA has developed four standardized net pricing exchange methods for manufacturers to securely send confidential pricing to their trading partners. Using one of these methods, you reduce the time and money spent on data manipulation and streamline the invoice-to-payment process.

Bring Your Expertise to the IDEA Connector User Group

All members of the industry may participate in any working group applicable to their expertise or business and technical areas of knowledge. **For more information or to join the User Group,** contact **ideaconnectorusergroup@idea4industry.com.**

idea FUSION

For Manufacturers

Integrate IDEA Fusion into your product and pricing information. IDEA Fusion is easy to use and provides configurable access to IDEA Connector Information platform.

AGGREGATE PRODUCT INFORMATON
Aggregate internal product information with validated IDEA data to create a corporate master source.

SHARE INFORMATION
Share information across internal systems as your golden product record.

POPULATE RESOURCES
Provide product information for populating ecommerce resources, websites, marketing materials, analytics and Excel spreadsheets.

NORMALIZE DATA
Normalize data for external product information consistency.

SYNCHRONIZE PRODUCT INFORMATION
Synchronize your product information back to IDEA Connector.

ANALYZE INFORMATION
Analyze combined product information using your business intelligence tools.

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idea FUSION

For Distributors

Simplify Access to IDEA Connector Product Information with IDEA Fusion SQL database.

EXTEND PRODUCT INFORMATION
Extend product information, authorizations and pricing within your enterprise.

HOLISTIC VIEW OF YOUR PRODUCTS
Centralize product information for a holistic view of your product.

POPULATE RESOURCES
Quickly populate your eCommerce and web sites, marketing materials, analytics, and Excel spreadsheets.

CENTRAL DATA SOURCE
Integrate with other sources for a single centralized data resource.

SHARE ACROSS SYSTEMS
Easily share product information across internal systems.

ANALYZE INFORMATION
Analyze pricing and product information using your business intelligence tools.

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

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