




WHY MANUFACTURERS WANT YOU TO JOIN THE **CONNECTOR™**


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 one standardized electronic format.


The IDEA ConnectorSM Advantage


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

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

 **STANDARDIZED DATA**
The product data in the IDEA ConnectorSM 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 ConnectorSM enables you to receive supplier-specific net pricing files.

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

COMING SOON!
New, Enhanced Data Quality Program

The new Data Quality Program is designed to measure the breadth, depth, and quality of data available in the IDEA ConnectorSM, guaranteeing that the information you are pulling is accurate and up-to-date.

The new program will focus on the products and attributes that are most important to your company.

idea **CONNECTOR™** by the Numbers

3,000+
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

 **\$73,000+**
generated in profit for every \$10 million in purchase order sales using IDEA ConnectorSM