



How Does Your Business Information Measure Up?

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Topics For This Presentation

Quality Product Data

IDEA Data Sync Program

Data Governance

Getting More Sales

Quality Data is a Strategic Asset

- In today's business environment, information has replaced inventory as the most important strategic asset.



-Joe Salimando

TED Magazine, May 2006

Quality Product Data Defined



Timely

Complete

Accurate

Standardized

Synchronized

Easy to Use

Timely

- **Timely** means that every product data file in all Supplier systems and in the supply chain is up-to-date.
- The Supplier must determine all the sources of up-to-date product data, then code it properly for issuance and lifecycle status.
- They must ascertain that all dependent databases are updated concurrently.
- This is one area where a quality, centralized PIM system can play a major role for the Company.

Complete

- **Complete** means that all the receiver-requested data is present.
- The dialogue with all the distributors in the 2007 data sync program helps us determine their exact data requirements.
- This can be readily expanded to other data key channels like retail, OE and Web-selling.
- A Data Plan assures, through flexible and thorough data sync reports, that these requirements are met.

Accurate

- **Accurate** data is a perfect reflection of the facts about the product in the Supplier's engineering, packaging, pricing and marketing terms.
- Validation helps ascertain the integrity of the data through extensive tests and cross-references.

Standardized

- **Standardized** data is Supplier product data that conform to industry standards and receiver requirements.
- Many of us here have been involved with the development and implementation of the Industry standards programs.
- Only through the widespread adoption of Industry data standards and key receiver requirements, will the electrical distribution channel continue to be competitive.

Synchronized

- **Synchronized** means that all changes to Supplier data are updated frequently and routinely in all other systems, internal and external.
- There are data matching systems and services available to “sync up” key data fields.
- Quality PIM solutions and data exchange standards greatly assist the continuity of synchronization.

Easy to Use

- **Easy to Use** is data that the receiver can readily apply to required systems without significant alteration, effort or delay.
- It is important that the data fields provided to receivers (and internal systems) are compatible in format, content and delivery.
- This of course includes receiver-specific data requirements and restrictions (e.g. field sizes).

Data Quality

For every business activity designed to increase revenue, quality product data is a requirement.

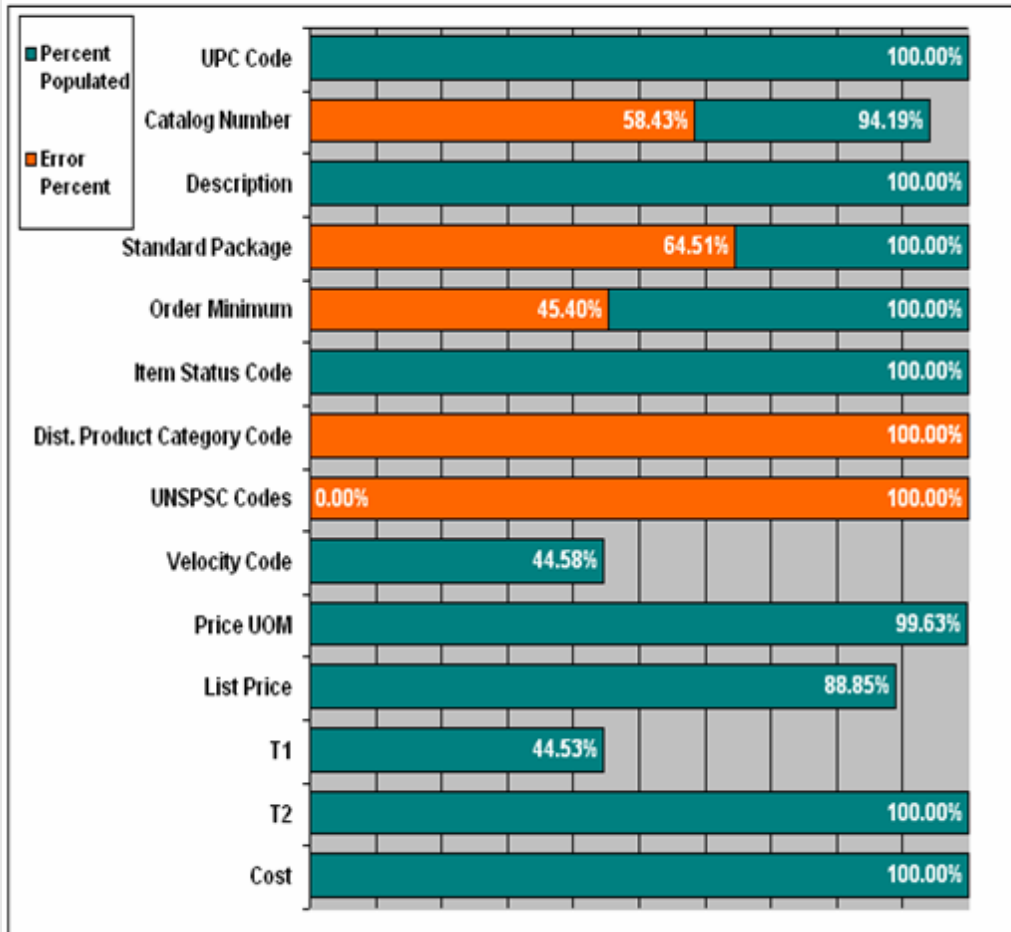


DATAnalytics by DATAgility



DATAnalytics Report Summary for Supplier A

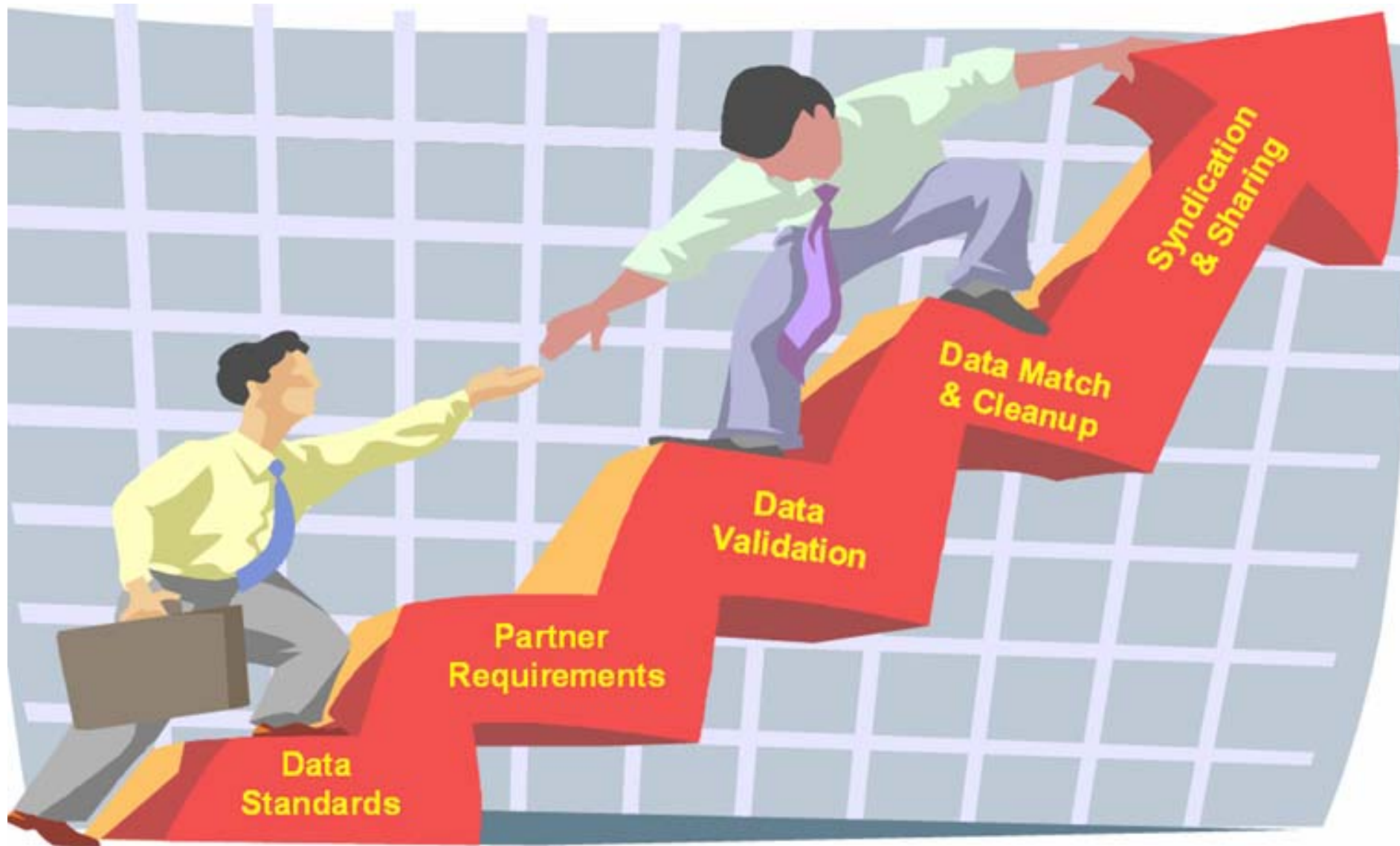
Field Level Detail



Field Name	Number of Records	Percent Populated	Error Records	Error Percent
UPC Code	27899	100.00%	0	
Catalog Number	26277	94.19%	16300	58.43%
Description	27899	100.00%	0	
Standard Package	27899	100.00%	17999	64.51%
Order Minimum	27899	100.00%	12666	45.40%
Item Status Code	27899	100.00%	0	
Dist. Product Category Code	27899	100.00%	27899	100.00%
UNSPSC Codes	0	0.00%	27899	100.00%
Velocity Code	12438	44.58%	0	
Price UOM	27796	99.63%	0	
List Price	24788	88.85%	0	
T1	12423	44.53%	0	
T2	27899	100.00%	0	
Cost	27899	100.00%	0	
Total Records Submitted	27,899			

Export Date: 9/2/2007

The Steps to Data Synchronization



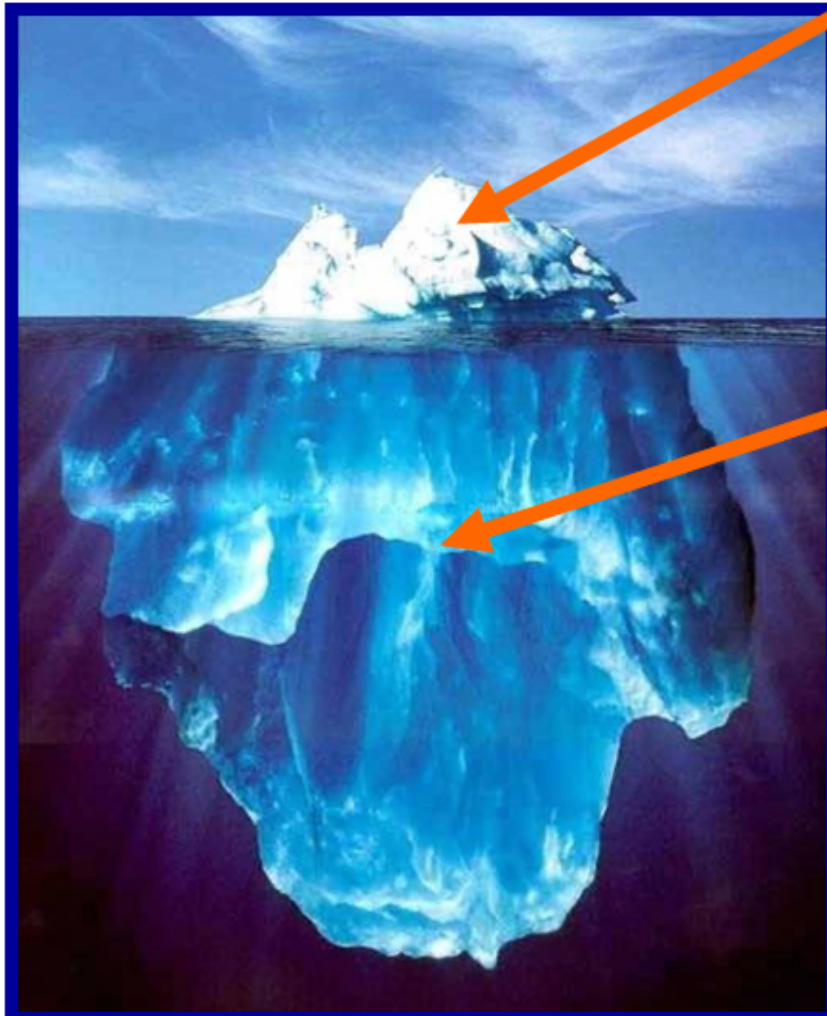
Get in Sync!

There are three steps to addressing data synchronization in a meaningful and lasting way:

- 1. Get in sync with yourself – clean up & synchronize the product data in all internal systems.**
- 2. Get in sync with your data receiver – compare and resolve your two versions of the truth (our program).**
- 3. Use IDW to keep the data in sync!**

External and Internal Data Sync

Data Synchronization is like an *Iceberg*
Complex data sync occurs mostly below the water line



External Synchronization

- › Timely information exchange between the Supplier and the data receivers
- › Dependent upon timely, complete, accurate, standardized, synchronized and easy to use product data

Supplier Internal Sync

- › The aggregation of multiple disparate data sources/ departments
- › Workflow driven automation across business units for repeatable processes
- › A single version of product data that is complete, relevant and dynamic

2007 Data Sync Program

IDEA / NEMA Data Sync Program Participants

Manufacturers

ABB
Advance
Appleton
Cooper B-Line
Crouse Hinds
EGS
Eaton
Ge Security
Hoffman Enclosures
Hubbell Kellems
Hubbell Killark
Hubbell Premise
Hubbell Raco
Hubbell Weigmann
Leviton
Lithonia
Lutron
O-Z Gedney
Pass & Seymour
Rockwell
Siemens
Sylvania
Southwire
Square D
T & B

Distributors

Border States
Butler
Crescent
Crum
Dakota
Elliott Electric
Graybar
Hunziger
Independent Electric
Kendall
Kirby Risk
McNaughton McKay
North Coast
Platt Electric
Rexel
Rumsey Electric
Standard
Stuart C. Irby
United Electric
Van Meter
Wabash

Data Match Report Fields

- UPC/EAN/GTIN
- Price UOM
- List Price
- Catalog Number
 - T1
- Standard Package or Minimum Order Quantity
- T2
- Item Status Code
 - Distributor Published Cost
- Distributor Product Category Code
- Description – Display Field

Data Field Population

Data Field	Number of Distributors provided data field in file	% of the total files submitted
Catalog Number	38	95%
Item Status	18	45%
Order Minimum	28	70%
Price UOM	20	50%
Price 1 List	14	35%
Price 2 Resale T1	8	20%
Price 3 Resale T2	10	25%
Price 4 Resale T3	30	75%
Price Break Bgn Qty 4	5	13%
Price 5 Distributor Cost	29	73%
Product Category Code	21	53%
Velocity Code	2	5%

Based on
40
Data Sync
Reports

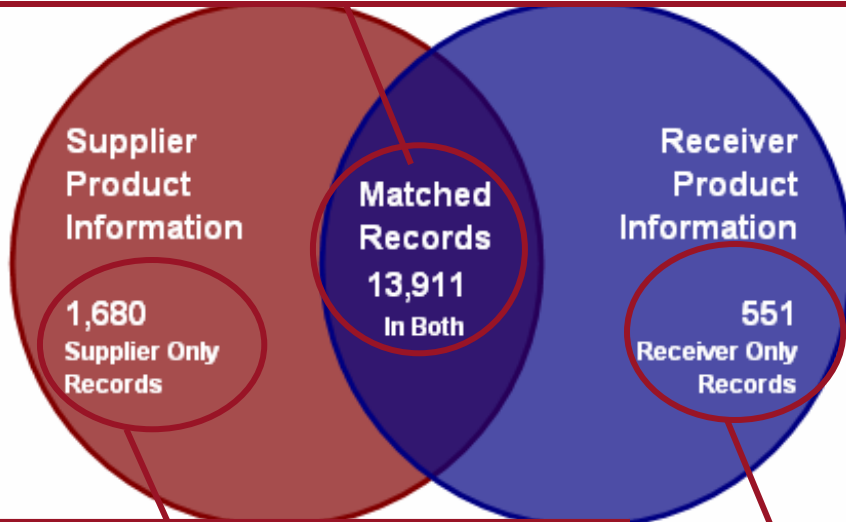
Data is like babies.....



And Everybody Is Usually Wrong.

Data Sync Process: Data Match Report

Common items in both systems



Sales Opportunities

Opportunity for error in invoicing, ordering:
obsolete, discontinued, pending???

Supplier File Product Data Details

Filename:	Supplier_20070403_1250350_V1.bt
Total Records Submitted:	15591
Supplier Records Only:	1680

Receiver Product Data Details

Filename:	Receiver.bt
Total Records Submitted:	14462
Duplicate Records:	0
Receiver Records Only:	551

Matched Records Details

Product Record Key:	UPC
Total # of Matching Records:	13911
Matched Record Field Analysis	

Only the items that match on UPC qualify for the field analysis.

Supplier Only File – Sales Opportunities or Clean Up?

Records in Supplier File Only

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This sheet contains a list of records that are found only in Supplier's Product Data, and not in Distributor's Product Data File. Use the "Action" column to record course of action for this item. Float your cursor over the "Action" cell for code details.

Total Records: 340

Action	Record ID	Seller ID Qualifier	Seller ID	Time Stamp	Update Status	UPC	GTIN	EAN/UCC-13	Catalog Number	Invoice Description English	Item Status
EZ	3	9	0121212121121	20070320	C	121212121234	00121212121234		1234	FISH TAPE	A
EZ	3	9	0121212121121	20070320	C	121212121235	00121212121235		1235	WIRE CONNECTOR	A
EZ	3	9	0121212121121	20070320	C	121212121236	00121212121236		1236	PLUG	A
EZ	3	9	0121212121121	20070320	D	121212121237	00121212121237		1237	TAPE	D
EZ	3	9	0121212121121	20070320	C	121212121238	00121212121238		1238	LIGHT BULB	P
EZ	3	9	0121212121121	20070320	C	121212121239	00121212121239		1239	COIL	P
EZ	3	9	0121212121121	20070320	C	121212121210	00121212121210		1210	STARTER	P
EZ	3	9	0121212121121	20070320	C	121212121211	00121212121211		1211	TOOL	P
EZ	3	9	0121212121121	20070320	C	121212121212	00121212121212		1212	CIRCUIT TESTER	P
EZ	3	9	0121212121121	20070320	C	121212121234	00121212121212		1234	CONTACTOR	P

A = Product should be added to receiver file
 D = Delete from supplier file
 R = Research required

Take time to review this data – Let your distributor know what to do with this data before your meeting. Products in the warehouse have a lifecycle – need to be properly removed from the system.

Distributor's Only File – Product Lifecycle or Clean Up?

Action	Org	Mfg	UCC	Part.	UPC	UPC Type	Description	Prod Type	IS UOM	Comm Code	RPN	Status	Pur Min	C2	C3
ZZZ	AZX	01212121		7890	0012121227890	MFG	O-RING	ELECTRICAL	EA	1200	3.2.3.00	ACTIVE		11.55	10.5
ZZZ	AZX	01212121		7810	0012121227890	MFG	TAPE	ELECTRICAL	EA	1200	3.2.3.00	ACTIVE	1		80
ZZZ	AZX	01212121		7812	0012121227890	MFG	WIRE CONNECTOR	ELECTRICAL	EA	1200	3.2.3.00	ACTIVE			834
				7813	0012121227890	MFG	LUBRICANT	ELECTRICAL	EA	1200	3.2.3.00	PENDING	1		600
				7814	0012121227890	MFG	HOUSING ASSMBLU	ELECTRICAL	EA	1200	3.2.3.00	PENDING	1		9859
				7815	0012121227890	MFG	200 VLT	ELECTRICAL	EA	1200	3.2.3.00	PENDING	50		18
ZZZ	AZX	01212121		7816	0012121227890	MFG	LIGHT BULB	ELECTRICAL	EA	1200	3.2.3.00	PENDING	25		19
ZZZ	AZX	01212121		7817	0012121227890	MFG	FIXTURE	ELECTRICAL	EA	1200	3.2.3.00	PENDING	50		18
ZZZ	AZX	01212121		7818	0012121227890	MFG	CONTACTOR	ELECTRICAL	EA	1200	3.2.3.00	PENDING	25		19
ZZZ	AZX	01212121		7819	0012121227890	MFG	12 GAUGE WIRE, S	ELECTRICAL	EA	1200	3.2.3.00	PENDING	25		32
ZZZ	AZX	01212121		7900	0012121227890	MFG	STARTER	ELECTRICAL	EA	1200	3.2.3.00	PENDING	50		18
ZZZ	AZX	01212121		7901	0012121227890	MFG	ACCESSORY	ELECTRICAL	EA	1200	3.2.3.00	PENDING	50		18
ZZZ	AZX	01212121										PENDING	25		19

A = Product should be added to supplier file
D = Delete from receiver file
R = Research required

You may find active items in the distributor system that should be added to the warehouse. You may find items active in their system, but should really be discontinued or deleted. A distributor may have inherited all kinds of things.....even poor data.

Error Summary Report

Matching Record Error Summary Report

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The table below details the percentage of matched records that have a particular type of mismatch on a particular field.

Field Name	Items with Unmatched Fields	% of Shared Records	Null Fields Supplier	% of Shared Records	Null Fields Distributor	% of Shared Records	Null Fields Both	% of Shared Records	Equivalencies	% of Shared Records
Catalog Number	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Item Status	8982	17.91%	0	0.00%	0	0.00%	0	0.00%	42159	84.08%
Order Minimum	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Price UOM	0	0.00%	18182	36.26%	0	0.00%	0	0.00%	32959	65.73%
Price 4 Resale T3	10000	19.94%	18182	36.26%	0	0.00%	0	0.00%	0	0.00%
Price 5 Distributor Cost	3000	5.98%	18182	36.26%	0	0.00%	0	0.00%	0	0.00%

Gives the quantity

Lists the quantities of

The more zero's you see on this report, the better – it means a perfect match. Unmatched data is displayed on the field analysis.

Field Analysis – Detailed Errors of Summary

Matched Record Field Analysis

Total Records:

50141

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[Help](#)



Comparison Codes						Key Field			
Catalog Number	Item Status	Order Minimum	Price UOM	Price 4 Resale T3	Price 5 Distributor Cost	Supplier UPC	Distributor UPC	Supplier Price 5 Distributor Cost	Distributor Price 5 Distributor Cost
<>	<>	<>	<>	<>	<>	<>	<>	<>	<>
	E		E		X	121212121234	121212121234	123.50	133.50
	E		E		X	121212121235	121212121235	12.50	10.50
	E		E		X	121212121236	121212121236	75.00	75.10
	E		E		X	121212121237	121212121237	149.38	139.37
	E		E		X	121212121238	121212121238	801.09	799.90
	E		E		X	121212121239	121212121239	801.09	799.90
	F		F		X	121212121210	121212121210	23.15	20.25
					X	121212121211	121212121211	33.98	33.00

Key Field				
e T3	Price 5 Distributor Cost	Supplier UPC	Distributor UPC	Supplier Distributor
<>	<>	<>	<>	<>
	Sort Ascending	121212121234	121212121234	
	Sort Descending	121212121235	121212121235	
	(All)	121212121236	121212121236	
	(Top 10...)	121212121237	121212121237	
	(Custom...)	121212121238	121212121238	
	S	121212121239	121212121239	
	X	121212121210	121212121210	
	(Blanks)	121212121211	121212121211	
	(NonBlanks)	121212121212	121212121212	
	X	121212121234	121212121234	

Discover data disconnects that are the root cause of supply chain inefficiencies

Project Results To-Date

2007 NEMA Summary Results

Data Sync Summary Report



Supplier's Product Data Details

Supplier's Total Records Submitted:	1,374,923
Supplier's Only Records:	724,618

Distributor's Product Data Details

Distributor Total Records Submitted:	733,869
Distributor Unique Records Submitted:	727,769
Distributor's Duplicate Records:	6,100
Distributor's Only Records:	77,464

Matched Records Details

Product Record Key:	UPC
Total # of Matching Records:	650,305

2007 NEMA Summary Results

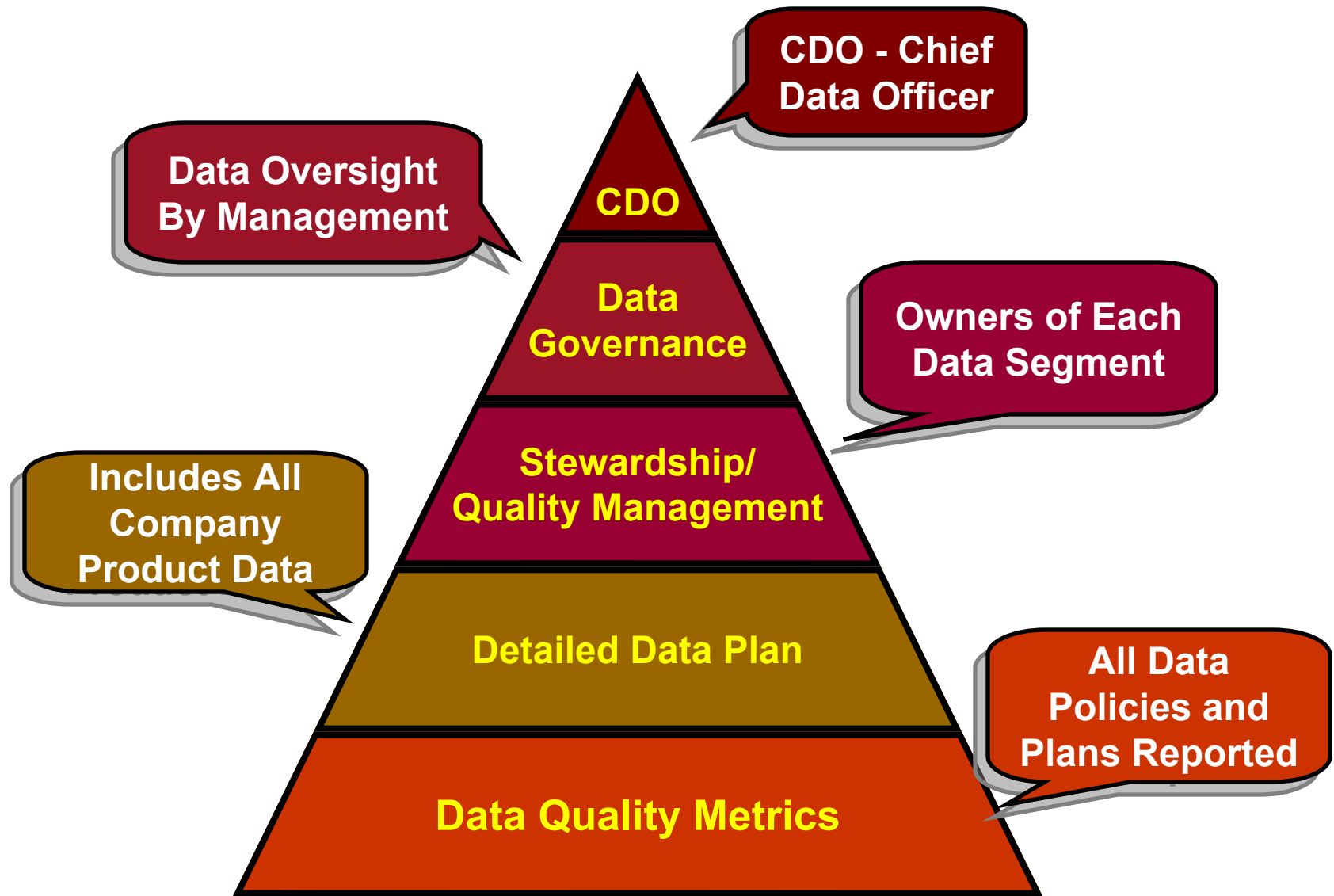
Data Field	Items with Unmatched Fields	% of Shared Records	Null Fields Supplier	% of Shared Records	Null Fields Receiver	% of Shared Records	Null Fields Both	% of Shared Records	Equivalencies	% of Shared Records
Catalog Number	1816	0.29%	-		7	0.00%	-		8199	1.29%
Item Status	19396	12.14%	3765	0.59%	1700	0.27%	-		66645	10.49%
Order Minimum	11890	2.51%	5283	0.83%	19267	3.03%	247	0.04%	-	
Price UOM	9983	5.16%	47936	7.55%	1450	0.23%	78595	12.37%	117048	18.43%
Price 1 List	2273	0.50%	52399	8.25%	298	0.05%	5467	0.86%	-	
Price 2 Resale T1	19401	16.68%	27839	4.38%	2638	0.42%	13223	2.08%	-	
Price 3 Resale T2	6490	6.08%	20850	3.28%	2730	0.43%	4212	0.66%	-	
Price 4 Resale T3	28489	10.31%	54322	8.55%	24449	3.85%	8787	1.38%	-	
Price Break Bgn Qty 4	123	0.80%	1275	0.20%	84	0.01%	17	0.00%	-	
Price 5 Distributor Cost	27900	5.16%	74704	11.76%	380	0.06%	8738	1.38%	-	
Product Category Code	23647	13.47%	6099	0.96%	58713	9.24%	44	0.01%	-	
Velocity Code	511	2.19%	-		2181	0.34%	129	0.02%	-	

Missing data that is just as damaging as incorrect data

No, we're syncing!

Product Data Governance

Organization for Data Governance



Getting More Sales

“How does all this help me get more sales?”



Quality Product Data Gets More Sales (Case 1)

- A distributor recently measured the impact of their newly implemented VMI system with three major product lines.
- In two years they increased unit sales by 47%, and decreased inventory levels by 38%, both attributable directly to the VMI system.

Getting More Sales

Summary results for key business metrics after two years of using VMI:

	Year 1	Year 2	Cumulative
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This distributor tried to implement this program for two years, but failed until they synchronized their data with the suppliers.

Average REDUCTION in Stock-outs	41%	6%	45%
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Quality Product Data Gets More Sales (Case 2)

- An Aftermarket Supplier recently implemented the Industry's Internet Parts Ordering system for non-stock items with a distributor, and increased special order sales dramatically in three months.
- Product data synchronization is essential to enable these interoperable systems to function.

A Statement of Quality Data Benefits from a Leading Retailer

BENEFIT	RETAILER	MANUFACTURER
Inventory Reduction	↓ 0.5 – 1.0%	↓ 0.5 – 1.0%
Out of Stock %	↓ 2 – 4%	↓ 2 – 4%
Cost of Reconciliation	↓ 5 – 10%	↓ 10 – 20% Customer service
Logistics costs	↓ 1% or more	↓ 1% or more
Receiving times	↓ +1000 hrs	↓ +1000 hours
Speed to Market	↑ 2 weeks	↑ 2 weeks

“Quality Data Sells More Products!”

Benefits of Quality Data

Repeat Business ■ Increased Sales ■ Increased Opportunities

Consumers Find:

- Complete product information for better purchasing decisions
- Improved Product availability
- Lower prices due to improved supply chain efficiencies
- Higher chance to be a returning customer

Distributors Find:

- Increased Sales due to better product availability
- Improved Profit Margins and revenue growth
- Enhanced logistics planning
- Higher ROI on Technology investments
- Lower product costs

Suppliers find:

- New Products in the marketplace faster
- Rich, full, product information and marketing materials
- Improved Profit Margins and revenue growth
- Fewer deductions and order errors
- Accurate Inventory and Logistical – reduce cost of transportation

The Costs associated with Poor Product Data

Consumers Find:

- Out-of-stocks
- Frustrating Shopping

Retailers Find:

- Lost Sales due to out-of-stocks
- Costly product exception

Suppliers Find:

- Lost Sales due to out-of-stocks
- Delays in new product

And on the web: The quality of your data can drive a potential customer your way. Do they checkout? Or are they just a click away from your competition!

Features that are incorrect or missing

- Difficulty making a buy decision due to lack of data

and excess inventory

- Added staff due to inefficiencies
- Lower returns on technology investments

Lower profit margins due to excess inventory

- Inaccurate sales reporting

No Consumer Loyalty ■ Lost Sales ■ Lower Profit Margin

Quality Product Data Defined

One large supplier was asked what they considered the data sync payback to be and they responded:

“We now measure it in days, not months”.

The Essential Steps to Data Synchronization

7. Syndicate Via IDW Process

6. Sync With External Receivers

5. Sync With All Internal Databases

4. Validate All Required Product Data

3. Determine Data Sources and Needs

2. Understand Receiver Requirements

1. Data Management Program Established



It's great to be

★ NSYNC

Questions?



Quality Data Sells More Products →

