



**For Immediate Release**

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## **IDEA E-Biz Forum 2010 Agenda Released**

*User groups and educational sessions to focus on “eOptimizing Performance and Profitability”*

**Arlington, VA - May 26, 2010** – IDEA, a business-to-business eCommerce solution and professional service provider, today announced the [IDEA E-Biz Forum 2010](#) agenda. The user groups and educational sessions will focus on the theme – “eOptimizing Performance and Profitability”. The agenda is designed to help attendees utilize the latest eBusiness strategies and technologies to optimize performance in all business sectors. The IDEA E-Biz Forum runs September 20 – 22, in Dallas, Texas at the Omni Mandalay Hotel at Las Colinas.

“The success of past E-Biz Forums can easily be measured in the power of the knowledge-sharing relationships that attendees walk away with,” said Bob Gaylord, president and CEO, IDEA. “This event convenes the most progressive, innovative and influential group of B2B leaders in the electrical supply chain and related verticals. The Forum is not about how to complete an individual task; it’s about sharing, developing and honing individual best practices and adopting them to achieve optimum results for the success of your business.”

### **2010 Educational Highlights:**

- Leadership panel discussion featuring supply chain thought leaders
- Best practices and lessons learned from IDEA customers including: Erico, Graybar, Kendall Electric and Rockwell Automation
- User groups and training for all IDEA solutions including: IDW, IDX, IRD CERICOMX®, Web Enablement and Professional Services

### **Educational Topics:**

- From Infancy to Maturity: Keys to Successful Catalog Content Management
- Increasing ROI with Advances in Global Data Synchronization
- Leveraging Metrics to Achieve Collaborative B2B eCommerce
- Driving Profitability with Quality Marketing Data and the Attribute Schema

Get more [2010 Forum agenda details](#).

The Forum also features the annual Tech Center, an event for technology companies to demonstrate products and interact with prospective and current clients. The Tech Fair and Welcome Reception kicks off the Forum.

“Unilog has returned as a Premiere Partner of the 2010 Forum because we value the synergy that results from our participation. Attendees are enthusiastic about improving their eBusiness processes and take advantage of the Tech Center to continue learning in between educational sessions,” said Suchit Bachalli, Vice President Sales, Unilog Content Solutions.

Best-selling author Dan Clark closes the IDEA E-Biz Forum on September 22<sup>nd</sup>. Clark is recognized as one of the top 10 speakers in the world and his resume highlights include: CEO of a multi-million dollar corporation, athlete, entertainer and *New York Times* best-selling author. He is the primary contributing author to the “Chicken Soup for the Soul” series and numerous other best-selling books.



The Forum is tailored to senior executives, B2B eCommerce managers, IT professionals, product managers and sales and marketing managers. The annual event is co-hosted by IDEA; the National Association of Electrical Distributors (NAED); the National Electrical Manufacturers Association (NEMA); Electro-Federation Canada (EFC); and the National Electrical Manufacturers Representatives Association (NEMRA).

2010 sponsors are: Unilog ([www.unilogcorp.com](http://www.unilogcorp.com)), Activant Solutions, DATAgility, Sterling Commerce, Pentair Technical Products, Eaton, Graybar, Lutron and Schneider Electric.

**Early-bird discounts end on June 30. Visit [www.idea-ebizforum.com](http://www.idea-ebizforum.com) for more event information and to register online. Media receives complimentary registration.**

### **About IDEA**

Our deep category knowledge was born of the electrical industry in 1998. IDEA was founded through a partnership rooted in the collective leadership, vision, wisdom and expertise of the National Association of Electrical Distributors (NAED) and the National Electrical Manufacturers Association (NEMA) members. IDEA is the official eCommerce standards creating and setting body for the electrical industry and those same standards translate to other industries. Our eCommerce and Business-to-Business, Synchronization, Standards Adoption, and Professional solutions and services optimize your business to run lean, gain efficiency, synchronize data flow, streamline processes and standardize systems. Our knowledge of the players, realities, challenges, and opportunities provide a powerful consulting partner to make the right decisions to *Unleash the Power of e* and position you solidly for success in today's business environment ([www.idea-esolutions.com](http://www.idea-esolutions.com)).

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### **Press Contact:**

Rita Hagopian  
(703) 562-4628  
[rhagopian@idea-esolutions.com](mailto:rhagopian@idea-esolutions.com)