



**For Immediate Release**

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**Graybar and Rockwell Automation named recipients of the third annual Richard Buzun Award for Leadership and Innovation in eCommerce**

*Winners recognized at the IDEA E-Biz Forum 2009 in Tucson, AZ*

**Arlington, VA– September 24, 2009** – IDEA, an eCommerce service provider, today announced Graybar and Rockwell Automation as the distributor and manufacturer recipients, respectively, of the third annual Richard Buzun Award for Leadership and Innovation in eCommerce. Bob Gaylord, president & CEO, IDEA and representatives from the 2008 winning companies announced the winners during the IDEA E-Biz Forum 2009 in Tucson, AZ.

The award was introduced to the industry in 2007 to recognize one manufacturer and distributor company that demonstrate leadership by implementing and promoting successful eCommerce programs throughout the electrical industry. The award is named after the late Richard Buzun, former IDEA Chairman, and former president and CEO of Siemens Energy & Automation, Inc.

“Recipients of this prestigious award understand the value of innovation in the channel. They invest in the future by exploring and adopting more efficient and effective ways of optimizing business with their trading partners. The 2009 winners continued to lead the change in the electrical channel despite a tough economy. We are most grateful for Richard Buzun’s significant contributions and for those leaders like Graybar and Rockwell who follow in his footsteps,” said Gaylord.

Joe Wallace, Data/Pricing Administration Manager, Van Meter Industrial, and Mark Richards, Director of eCommerce, Leviton Manufacturing Company, announced the winners on behalf of the 2008 winning companies.

Both Graybar and Rockwell Automation were recognized for their on-going initiatives as well as recent accomplishments. Chris Long, Supplier E-Business Manager, Graybar; Dave Stormo, Global Process Transformation (GPT) Program Executive, Rockwell Automation; and Mindy Michalski, Project Manager, Rockwell Automation accepted the award on behalf of the winning companies.

Graybar was recognized as the distributor model for eCommerce. They were praised for successfully integrating eCommerce through their value proposition and using it to improve the customer’s user experience. One recent accomplishment was the successful implementation of Customer Project Order Management, a process that uses SAP tools to seamlessly upload information from suppliers and export it into custom sheets for customers.

"As one of the founding members of IDEA, Graybar is incredibly honored to receive this award. For more than 10 years, Graybar has supported IDEA's mission to standardize electronic data sharing practices, and we are privileged to be recognized as one of the leaders in eCommerce innovation," said Robert A. Reynolds, Jr., Graybar’s Chairman, President and CEO.

The manufacturer winner, Rockwell Automation, was recognized for “leading the change” and making a bold statement when it comes to eCommerce in the electrical industry. Rockwell was praised for actively participating in data quality programs and demonstrating that all of their data, including marketing and catalog data, is valued as intellectual property. In 2009 they implemented



best practices and improved data reliability allowing them to expand EDI capability with partners and customers.

"The alignment of our global EDI strategy with IDEA industry standards allows us to become more efficient in transacting business with our distributor partners, and will help them become more efficient as additional manufacturers adopt these standards. It is important that we work with our business partners to continue to find ways to eliminate costs and drive productivity, improving the way we manage our mutual businesses," said Keith Nosbusch, Chairman and CEO, Rockwell Automation.

#### **About IDEA**

IDEA ([www.idea-esolutions.com](http://www.idea-esolutions.com)) is the only standard-setting organization offering a full range of eCommerce products and services designed to drive supply chain efficiencies, reduce costs, slash cycle times, and ensure standardized, timely and accurate data. IDEA provides Industry Data Warehouse (IDW), a database of product, pricing, and marketing data; Industry Data Exchange (IDX), a centralized and standardized document exchange solution; Industry Retail Database (IRD) a central repository of manufacturer retail product data powered by CERICOMX® which helps users meet retailer mandates and consumer packaged goods (CPG) and GS1 US requirements; and the Data Audit and Certification (DAC) Program which assures the accuracy and completeness of the manufacturer data found in IDW.

#### **About Graybar**

Graybar, a Fortune 500 corporation and one of the largest employee-owned companies in North America, is a leader in the distribution of high quality electrical, communications and networking products, and specializes in related supply chain management and logistics services. Through its network of more than 240 North American distribution facilities, it stocks and sells products from thousands of manufacturers, serving as the vital link to hundreds of thousands of customers. For more information, visit [www.graybar.com](http://www.graybar.com) or call 1-800-GRAYBAR.

#### **About Rockwell Automation**

Rockwell Automation, Inc. (NYSE: ROK), the world's largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wis., Rockwell Automation employs about 20,000 people serving customers in more than 80 countries. For more information, visit [www.rockwellautomation.com](http://www.rockwellautomation.com).

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[Graybar Accepting Award](#)  
[Rockwell Automation Accepting Award](#)  
[Graybar and Rockwell Automation Awards](#)

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