

# Data Supply vs. Demand

(D) Session 4:00 pm - 4:50 pm

Ronald Schlader - Crescent Electric

Phil Barrios - Hubbell Incorporated

A hand in a suit jacket points towards a digital watch face. The watch face is glowing blue and shows the number '10'. The background is a blue-tinted image of a hand pointing at a digital watch face, with a grid pattern overlaid. The overall scene is illuminated with a strong blue light, creating a futuristic and technological atmosphere.

**Time to Deliver**

## The Demand...

- Distributors are saying they can't wait for attributed data to be put in the Industry Data Warehouse. (some are even developing their own databases or purchasing it from 3<sup>rd</sup> party providers).





## The Supply...

- Why should manufacturers take responsibility for supplying their own data... because not providing it or deferring to others will impact both your top and bottom line.





## The Blurb...

- This session provides a perspective on the need, use and supply of attributed data along with a solutions roadmap to this growing business need.



# Distributor Perspective...

## **TOP LINE Impact:**

- Enables internal searches
- Improves customer service
- Supports online catalog search
- Increases search to sales ratio
- Facilitates up-sell, cross sell
- Drives meta data, search results



## **BOTTOM LINE Impact:**

- Self service lowers cost of sale
- Automate availability checks
- Pull through sales, more profit
- Lowers cost of training
- Minimize returns... right products selected by the customer



# How is Attributed Data used?

## 1. As Search Criteria

Attributed data enables web sites, custom software systems, spreadsheets and databases the ability to search for specific products based on properties of the products.

## 2. Web Site Navigation

In the modern times of web-driven business, searchable data enables customers to navigate to their products based on menus that use the products' attributes.

This helps customers with only a general knowledge of a product to drill down to the exact product in need.



# How is Attributed Data used?

## 3. Product Selection / Identification

With attributed data available, customers and distributors are able to identify the exact products that they need and eliminate mistakes in product selection.

The screenshot displays the Crescent Electric Supply Company website interface. At the top, there is a search bar with the text '15A switch' and a 'Search' button. Below the search bar, there are navigation links for 'My Account', 'Market Segment', 'Line Cards', 'E-Tools', 'The Company', and 'Support'. A 'Current Search Parameters' section shows 'Search Term: "15A switch"'. A table of search results is visible, with the first row highlighted: 'RS415W Hubw 4WAY 15A 120V Sw White' by 'Hubbell Wiring Systems'. A popup window is open over this product, displaying 'Product Summary' and 'Product Details (View Manufacturer's Specifications)'. The product details include: Approval: UL, Csa; Body Material: Thermoplastic; Brand Name: Homeselect[T], Hubbell[R]; Contact Configuration: Four Way; Current Rating: 15 Ampere; Model: RS415; Operation Type: Maintained On/Maintained Off; Terminal Type: Screw; Voltage Rating: 120 Vac. The popup also includes a small image of the product and a 'Close' button.

## 4. Compliments Vendor supplied Resources

Vendors are also able to provide resources through product attributed data such as product specification sheets, MSDS sheets, product images, etc.

# Example of Attributed Data

Hi Doug...  
it's Joe again, can you check  
availability on the following...

- 30 amp single pole breaker
- 15 amp ivory resi duplex receptacle
- 4" square 1 1/2" deep box with 1/2 and 3/4  
knock-outs
- and some yellow wing nuts?



## Example of Attributed Data

Appears I have plenty of everything, Joe.  
One question though... Do you need those  
boxes with any sort of mounting bracket,  
or just the plain box?





# What happens when Mfr's don't provide their data?

## **“No products matched your search criteria”**

The biggest problem is their products may get overlooked or missed from computer-based searches. Unless the customer or distributor rep knows the catalog number or some other identification code (e.g. UNSPSC, UPC, etc.), the product may not be found.

**IMPACT:** *Vendors that supply attributed data will win over those that don't.*

## **Navigation-based Searching Unavailable**

Web sites or other software that utilize navigational or parametric based searching mechanisms are not able to locate products that cannot be defined by attributed data or product properties.

**IMPACT:** *Slows down selection process and service to end users which may push them to other suppliers or channels.*

# We have to speak the language (attributes)

Users / Contractors typically use “words to describe” what they need...  
Here are several examples:

**Request > 2" Set Screw Die Cast Connector**

**Search Result >** 455 MIDWEST 2 EMT SS CONN CESCO # 025095 UPC # 78-4564-10455

**Request > 60 Amp 3 Pole Fusible General Duty Disconnect**

**Search Result >** D322N SQD 60A-240V-4SN SW CESCO # 013096 UPC # 78-5901-46123

**Request > 4" Square by 1 1/2" Deep Box with 1/2 and 3/4 Knock-Outs**

**Search Result >** 52151-1/2&3/4 STL-CTY 4SQ1-1/2D BOX CESCO # 015574 UPC # 78-5991-16430

**Request > #12 Stranded THHN Black**

**Search Result >** THHN-12-BLK-19STR-CU-500S/R WIRE CESCO # 007896 UPC # 98-0100-22900

**Request > 15 Amp Ivory Duplex Resi Receptacle**

**Search Result >** RR15I HUBW 15A 125V RECEPT IVORY CESCO # 233909 UPC # 88-3778-10002

All of these requests had descriptions that used product attributes. With data accessible in search criteria, Crescent is able to quickly search and accommodate Customer requests.



## Can all distributors use this data if provided?

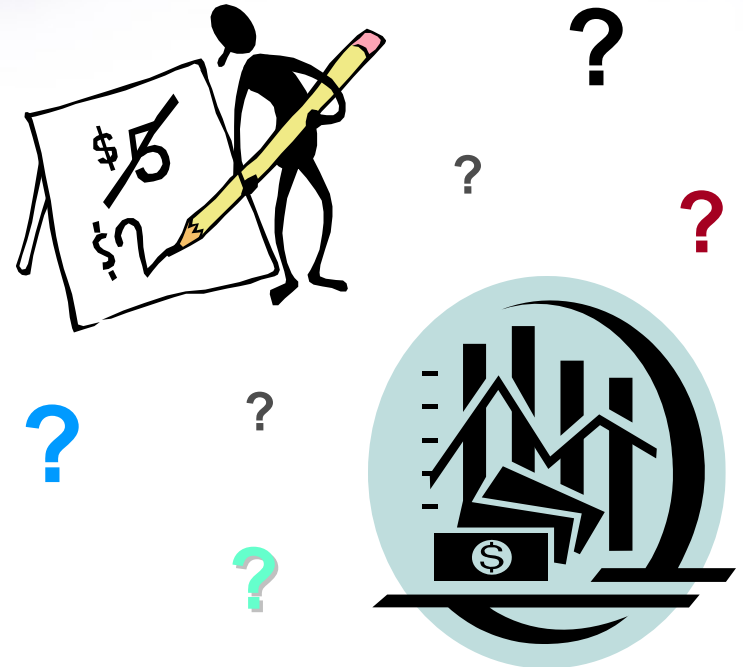
### Absolutely...

- As distributors compete in the computer-based marketplace, attributed data becomes their tool to help users easily locate vendor products.
- Distributors can then create sophisticated search systems to locate products for customers quickly and efficiently.
- This will be demanded by the next generation work force that grew up using the internet and search technology.

# Supplier Perspective...

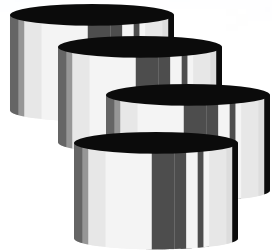
## Lots of Questions

- Commoditization?
- Cost to Provide?
- More Sales?
- Resources?
- Expertise?
- Priorities?
- Benefit?



# Challenge of mining for data

Internal Databases



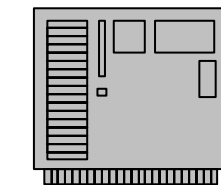
Hardcopy Files



Desktop Publishing or Printers



Mfg. & Label Databases



Legacy or Mfg. System

**If data is the product...  
how is it merchandised?**

**Just-the-Box Mfg., Ltd.**



**vs.**

**Full Line Mfg., Inc.**



# How to move from Data Dumper to Data Organizer?

**Just-the-Box Mfg., Ltd.**

**Full Line Mfg., Inc.**



**Data Dump**  
(if available at all)



**Organized Data**  
(structured, easy to find)

# Supplier Roadmap...

- 1. Get Management Support**
- 2. Engage in Standards (IDEA)**
- 3. Assign a Project Leader, talk with Distributors about needs**
- 4. Develop Scope of Attributed Data to be supplied (Phase I, II, III)**
- 5. Conduct an Orientation Session with Stakeholders**



# Supplier Roadmap...

6. **Conduct Training for Product Managers or subject experts**
7. **Build spreadsheet templates**
8. **Determine sources for data and populate one product line / sheet**
9. **Review with key Distributors**
10. **Formalize process for changes and New Product introductions**





## In Summary...

- **Closing Comments...**

- **Ron Schlader**

- VP Operations & Quality, Crescent Electric Supply Company

- **Phil Barrios**

- Corporate Director e-Business, Hubbell Incorporated

- **Q & A...**

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A close-up photograph of a hand in a suit jacket pointing at a digital watch face. The watch face is partially obscured by a blue, semi-transparent overlay that features a grid pattern and some faint, illegible text. The overall scene is bathed in a blue light, creating a high-tech, digital atmosphere.

**Thank You**