



Professional Synchronization Audit

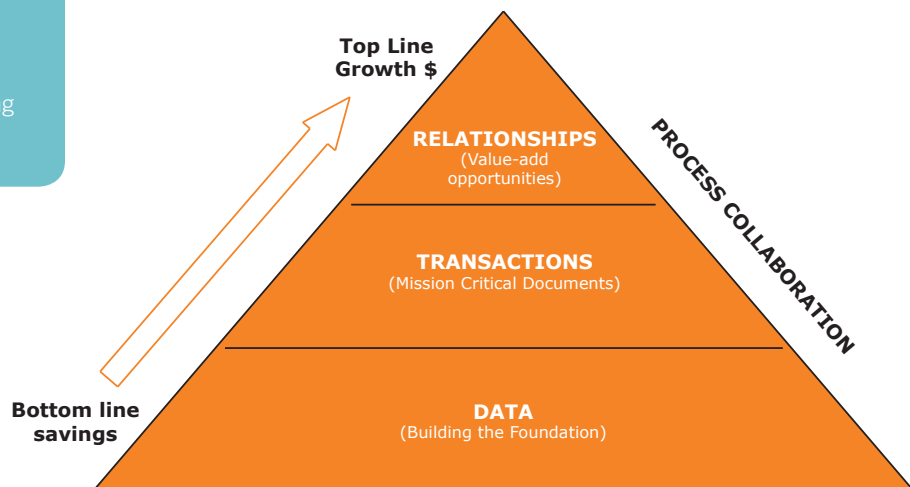
You've used all options to cut costs and increase profitability from reducing inventories and staff to limiting travel and other various cutbacks. Now you are asking "What's next?" Spearheaded in collaboration with Affiliated Distributors (A-D), IDEA's Synchronization Audit was introduced to help companies like yours do more with less.

Synchronization Audit benefits at a glance:

- > Pinpoint profitability barriers at their origin to increase efficiencies
- > Identify mission-critical goals and how to reach them
- > Discover value-add opportunities with strategic trading partners

IDEA's Synchronization Audit Service helps you discover new ways to thrive in an uncertain economy by building a custom roadmap to maximize profits with strategic trading partners. The Synchronization Audit uses a three-step process: Measurement, Analysis and Recommendations. This ensures you have a complete assessment ready to communicate internally and take action.

IDEA Sync Ladder



This diagram demonstrates the importance of information at three distinct levels of trading partner relationships. The Synchronization Audit helps organizations build from the foundation towards increased collaboration with strategic partners to achieve greater profitability.

The Synchronization Audit assesses a company on all three levels and provides recommendations on next steps and top priorities moving forward. **Please see reverse side for more details on the service.**



Professional Synchronization Audit

“IDEA conducted a thorough analysis of our data foundation. They listened attentively to our biggest concerns to help prioritize our top three goals and provided multiple recommendations to ensure success. Price and data synchronization with our trading partners is essential to reduce transaction cost and I believe future data match and sync audits will be important to accomplishing our goals.”

Chris Carter

Director of Marketing Services
North Coast Electric

Step One: Measurement

IDEA collects the data they need from you to define your company's mission critical goals and the areas that need to be evaluated to reach those goals. This step includes a series of questionnaires, surveys and conference calls to collect information about your company. IDEA also completes a holistic review of how your company interacts with your trading partners along with a complimentary detailed review with one partner of your choice.*

Step Two: Analysis

IDEA compiles all information discovered in the Measurement process and focuses on the important information that relates to the mission-critical goals. During this process, your company is benchmarked to industry standards and IDEA identifies the business processes that can be optimized to increase profitability.

Step Three: Recommendations

IDEA determines the most significant and valuable findings from the Analysis and presents recommendations for your company to consider. These recommendations are presented as a roadmap to increase profitability through interactions with trading partners. The roadmap will prioritize steps your company can take to help achieve your mission-critical goals.

We're all about results.

The IDEA Synchronization Audit can be completed in an average of 30-45 days so your company can begin to execute and see results from your investment rapidly.

* Trading partner size is restricted in the complimentary review.

Avoid the stress of uncertainties and constant change by asking “What's next?”

Contact IDEA for a complimentary consultation, and position yourself for success with a roadmap to increase profitability, competitive advantage and strength.



about idea IDEA, a business-to-business solution and professional service provider, was born of the electrical industry in 1998. IDEA was founded through a partnership rooted in the collective leadership, vision, wisdom and expertise of NAED and NEMA members.

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