



Data Management Platform (DMP)

All your product information in one place, accessible to all your sales channels

The Data Management Platform (DMP) enables manufacturers to aggregate, synchronize and communicate product information with all trading partners. Through this one application, you can seamlessly connect to distributors, retailers and other trading partners—reducing the time spent synchronizing product information while quickly adapting to your customers' needs.

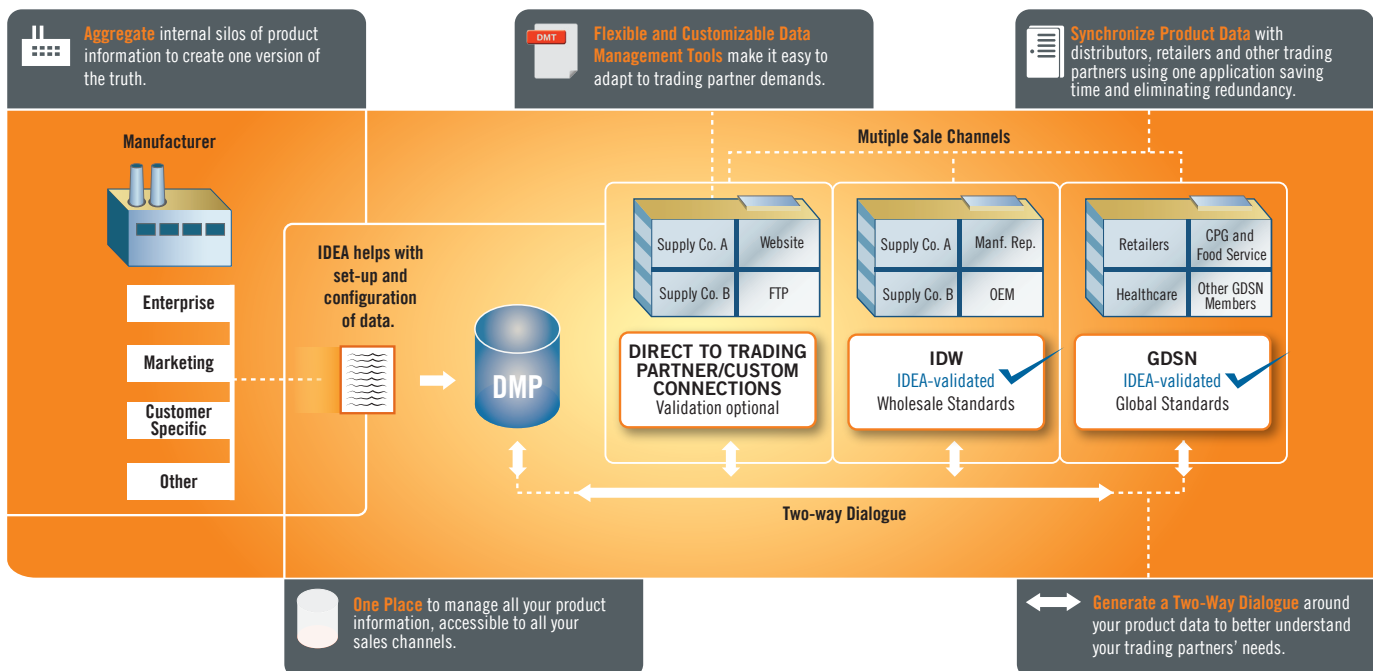
DMP benefits at a glance:

- > Aggregate your internal silos of product information to create one version of the truth
- > Save time and eliminate redundancy by synchronizing product data with distributors, retailers and other trading partners using one application
- > Quickly adapt to trading partner needs using flexible, scalable and customizable data management tools
- > Generate a two-way dialogue around your product data to better understand your trading partners' needs

Whether due to M&A growth or internal data silos, many manufacturers have a wealth of product information scattered across many different internal systems and formats including enterprise (e.g. transactional, pricing, packaging), marketing and customer-specific data. But in most cases, it is not integrated, leading to costly errors and lost productivity for both manufacturers and their trading partners. As eCommerce becomes increasingly prevalent in the electrical industry, manufacturers and their customers are recognizing that robust product information is becoming critical to their success.

One Application for All Channels

The DMP is a unique, industry-specific solution that validates manufacturer product information with electrical wholesale and Global Data Synchronization Network (GDSN) standards, while making your organization more responsive and proactive in serving all your trading partners.





Synchronization Data Management Platform (DMP)

“Creating one source of your product information, automating it through a certified data management platform, validating it and synchronizing it to multiple channels at one time – now that’s a game changer.”

Samer Shehadeh
EDI Manager
Cooper Industries

DMP for Distributors:

Distributors can utilize the DMP to manage and validate product information they receive from various sources (e.g. the IDW or directly from manufacturers) in one location before importing it into their ERP system and packaging it for end users via print or online.

Key Distributor Benefits:

- > Access the product information you’ll need to build the foundation of your catalog
- > Quickly identify gaps in the product information and communicate them to manufacturers
- > Be specific with your product data requests to help manufacturers prioritize
- > Develop personal relationships with front-line product data contacts at your partners
- > Drive consistencies across various print and online mediums

“In the past, we had to search multiple online resources. Now we start with the DMP which provides most of the product information we need and enables us to send specific data requests for the additional data that can give our company a competitive advantage.”

Jason Archbold
Marketing Catalog Supervisor
Border States Electric

FEATURES	BENEFITS
Manual and machine-to-machine data import capabilities	<ul style="list-style-type: none"> > Aggregate internal product information (e.g. enterprise, marketing, customer-specific) to create one version of the truth > Eliminate the need to search several databases and tie up resources to fulfill customer data requests > Automate synchronization processes around your product information
Integrates industry and global data synchronization standards	<ul style="list-style-type: none"> > Save time and eliminate redundancy by synchronizing product data with distributors, retailers and other trading partners using one application > Comply with electrical wholesale and Global Data Synchronization Network (GDSN) standards > Synchronize product information with trading partners that use the Industry Data Warehouse (IDW) and/or the GDSN
Custom connections capability	<ul style="list-style-type: none"> > Quickly adapt to trading partner needs using flexible and scalable data management tools > Synchronize non-standardized and/or customer-specific product information with trading partners
Product-level messaging	<ul style="list-style-type: none"> > Generate a two-way dialogue around your product data to better understand your trading partners’ needs > Eliminate the mystery of how your data is used – trading partners can respond back to your published data letting you know its status > Track trading partner interactions in one place for convenient future reference
Flexible data management tools	<ul style="list-style-type: none"> > Integrate internal controls around your data > Provide non-standardized attributes to differentiate your products
Different levels of access	<ul style="list-style-type: none"> > Define roles based on tasks and permissions > Assign roles to different people in your company
Simplified user interface	<ul style="list-style-type: none"> > Quickly view what attributes are needed for your products based on the industry’s Electrical Attribute Schema > Accessible from any desktop, laptop, tablet or mobile

DMP is a Dialogue

The platform provides real-time, two-way dialogue at the field level, enabling trading partners to communicate whether a specific item is being reviewed, accepted or rejected and, if so, for what reason so that you can make responsive, quick corrections. The DMP messaging system tracks your interactions with trading partners in one place for convenient future reference.

Please contact sales@idea-esolutions.com or call 703.562.4600 to learn more.



about idea IDEA, a business-to-business technology service provider was born of the electrical industry in 1998. IDEA was founded through a partnership inspired by the collective leadership, vision, wisdom and expertise of the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED).

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