



Industry Data Warehouse (IDW)

The official data sync platform of the electrical industry

Exchanging business transactions with inaccurate, outdated or incomplete product information costs time, money, productivity and even sales. IDEA's Industry Data Warehouse (IDW) was built to make sure that doesn't happen. It is the only data synchronization platform that incorporates the needs of both manufacturers and distributors in the electrical supply chain.

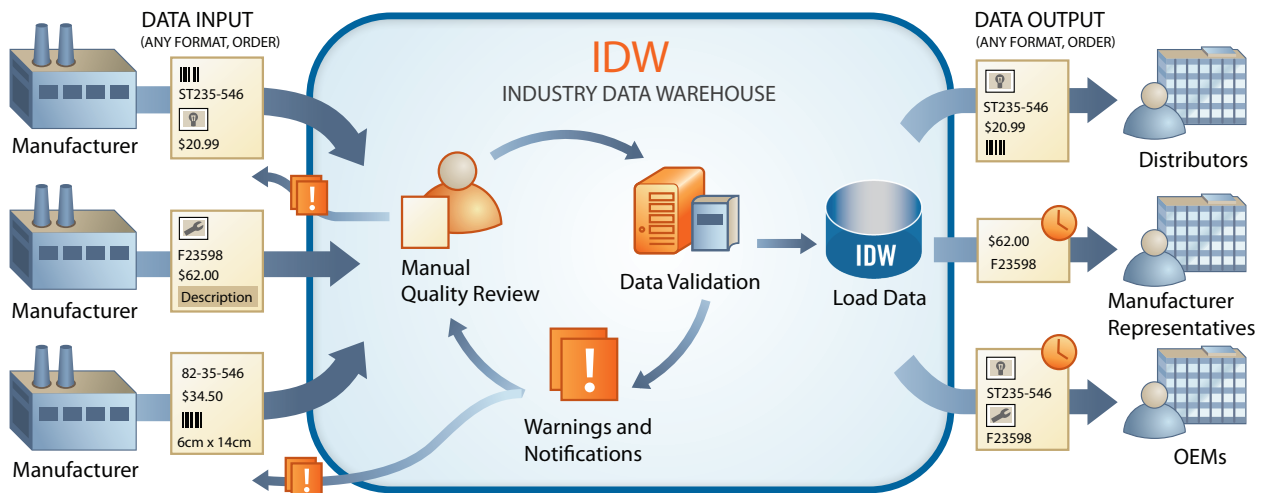
IDW benefits at a glance:

- > Eliminate product and pricing errors
- > Increase efficiencies with your trading partners
- > Save on operation costs by simplifying processes
- > Speed up your sales cycle

The IDW replaces the cumbersome system of delivering and accessing product and pricing information using multiple versions and formats such as catalogs, faxes, CDs and manufacturer websites. It gives manufacturers a centralized location to synchronize product information electronically with demand partners such as distributors, manufacturer reps, OEMs, etc. The result? Standardized, accessible and current information -- not to mention a significant reduction in order errors and returns that result in smooth transactions and stronger business relationships.

A proven data synchronization platform

The IDW was developed for and by the electrical industry and is available for use in related vertical markets such as industrial, HVAC and plumbing. With global and digital competition growing, it becomes harder to remain competitive using legacy processes and third-party product data. All the product data in the IDW is provided or authorized by the manufacturer to support an error-free process.



Industry Standards

Data is checked against industry standards and business rules based on customer feedback.



Schedule Data Downloads

Data downloads can be scheduled and automated as frequently as needed.



Data Synchronization

Notifying the manufacturers of any errors or inconsistencies ensures data synchronization between trading partners.



IDW product data is used in more places, including web storefronts, eCatalogs, estimating systems and mobile apps.

New features for IDW 3.0:

- > Dashboard homepage
- > Mobile and tablet optimization
- > New reporting and exporting
- > Catalog page preview

“The IDW updates distributor systems with changes to our product and pricing information in near real-time, thanks to flexible integration features and standardized formats – much faster than other solution providers. Only IDW gives us the ability to synchronize product, pricing, packaging and marketing information in one location. By having both manufacturers and distributors on the same standardized platform, costs are cut out of the supply chain.”

Stacie Braffet
eCommerce Supervisor
IDEAL

FEATURES	BENEFITS
Online synchronization platform for product and pricing data	<ul style="list-style-type: none"> > Communicate updates in each stage of the product lifecycle to ensure proper phase in and phase out > Reduce operating costs and errors > Enjoy process efficiencies throughout the supply chain
NEW! Dashboard homepage	<ul style="list-style-type: none"> > Manufacturers: Measure the completeness and quality of your IDW product data to track and report progress > Distributors: View summaries of recent manufacturer data loads and extraction activity
Platform and format independent	<ul style="list-style-type: none"> > Send and receive data regardless of what system or file formats you use—XML, EDI, Flat File, or others > Continue to use your current system and software, but get more results from it
Transparency in the source of your product data	<ul style="list-style-type: none"> > Know whether the product data came direct from the manufacturer or if it was authorized by them
Standards-based data validation	<ul style="list-style-type: none"> > Scrub and validate data against industry standards before making it available to trading partners
Data tracking and reports	<ul style="list-style-type: none"> > NEW! Easily export to Excel or print directly from the screen you're viewing to improve information sharing > Access detailed reports on all data import and export activities, as well as file updates
Multiple levels of access to data	<ul style="list-style-type: none"> > Grant access to public and/or private pricing structures for each trading partner > Send/receive net-into-stock or negotiated pricing efficiently and securely
Flexible offerings	<ul style="list-style-type: none"> > NEW! Distributors: Assign manufacturer-specific settings for extraction and multiple price sheets options > Distributors: Choose the amount of data needed from core transactional data to catalog and marketing information (e.g. Spec sheets, Attributes, Images, Descriptions)
Intuitive interface	<ul style="list-style-type: none"> > NEW! View product information as it would appear on a web storefront on the Catalog page > NEW! Access from any desktop, laptop, tablet or mobile > Enjoy full-featured use with minimal training needed > Quickly search and edit product data or correct minor data entry errors on the spot
Built-in scheduler	<ul style="list-style-type: none"> > Automate data uploads and downloads from trading partners on a regular schedule
Top security ratings	<ul style="list-style-type: none"> > Rest easy knowing your data and transactions are secure - 100% uptime since its inception > Authorize partners before they receive product information so it doesn't end up in the wrong hands

about idea IDEA is the official technology service provider and eBusiness standards body of the electrical industry. The company was founded in 1998 through a partnership between the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED) members.

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IDW PRODUCT
WEB PAGE

