



Industry Retail Database

Take the pain out of retail sales processes.

IRD BENEFITS AT A GLANCE:

- ▶ Comply with retail mandates and industry standards
- ▶ Centralize your product and pricing data for universal use
- ▶ Access all the eCommerce tools you need from one source
- ▶ Save 40% to 60% over other supply network solution

Over the past few years, more and more retailers started requiring you to store product and pricing information in a single location to simplify and streamline their transaction processes. But that's hard to do when your internal systems—buying, marketing, invoicing—all have a different way of describing your products.

The Industry Retail Database (IRD) helps you standardize your product descriptions to meet trading partner mandates and store them in one centralized location. With IRD, everyone you interact with within your organization and your supply network will be on the same page regarding your products and prices, enabling better communications, smoother processes, enhanced productivity, and fewer headaches.

A standards-based approach for the hardware and packaged goods supply network.

Powered by CERICOMX®, our powerful eCatalogue and interface software, IRD publishes data to the 1SYNC™ GDSN-certified Data Pool, forging a standardized and centralized connection between suppliers and retailers in the hardware and consumer packaged goods industries worldwide. By using a standards-based approach, you'll not only meet retailer mandates, but also conduct business more easily with others in the supply network, reducing your costs of doing business.

You won't find a better value anywhere else.

Our prices are highly competitive with—and consistently lower than—other providers, despite the fact that we deliver more capabilities and more attentive service. And if you think you can find a better value by accessing and managing your solution yourself, you should know that IRD consistently delivers 40% to 60% savings over what it would cost to broker separate deals for software, 1SYNC™ Data Pool access, and GDSN membership.

What makes IRD better than other services?

There are many data pools and options available and it may be hard to tell the difference or even know why you need a service like IRD to help you get online. The primary reason IRD is better than other services is the price you save with our bundled package. When you synchronize your data through IRD, we onboard you with the 1SYNC™ Data Pool—a standards-based collaborative community of trading partners with the highest number of customers implemented within the Global Data Synchronization Network (GDSN). More than 4000 manufacturers and retailers count on 1SYNC™ to help streamline their transactions, including Lowe's, Ace Hardware, Wal-Mart, Target, and other leading firms.

Powered by CERICOMX®, IRD delivers one of the most proven and respected solutions for data exchange in the hardware and packaged goods supply network—for 40% to 60% less than other solutions.

Everything you need for eCommerce in one solution

When you choose IRD and CERICOMX® for data exchange, you can rely on getting a complete industry solution, proven to be cost-effective and feature-rich:

FEATURES	BENEFITS
Complete eCommerce solution	<ul style="list-style-type: none"> Access CERICOMX® software, 1SYNC™ Data Pool, standards, and electronic data exchange capabilities you need, all from one source Remain competitive in a complex global marketplace
Comply with retailer mandates	<ul style="list-style-type: none"> Get help meeting Ace Hardware, Home Depot, Lowe's, Wal-Mart, and other retail partner mandates
Unlimited item attribute assignment	<ul style="list-style-type: none"> Enhance your data with pictures, recipes, product directions, warnings, and other information that will help you sell more
Flexible item referencing	<ul style="list-style-type: none"> Locate items by catalogue number, GTIN, or other methods, enabling access by various audiences
Unlimited items and retailers	<ul style="list-style-type: none"> Store as much data as you need and make it accessible to as many customers as you like
Standards-based	<ul style="list-style-type: none"> Comply with both proprietary and industry-standards
End-to-end support and full-time help desk	<ul style="list-style-type: none"> Access help to get up and running on IRD from your dedicated implementation manager
Industry-wide interoperability	<ul style="list-style-type: none"> Exchange data with trading partners regardless of what data pool or software they use
Data synchronization specialists	<ul style="list-style-type: none"> Access consistent and regular upgrades and product enhancements from a company dedicated to data exchange

eCommerce. One-stop. Non-stop.

IRD and CERICOMX® are offered exclusively through IDEA. Founded in 1998, IDEA is the only standard-setting organization offering a full range of eCommerce products and services designed to drive supply network efficiencies, reduce costs, slash cycle times, and ensure standardized, timely, and accurate data. As a result, when you work with IDEA, you can count on superior quality solutions, immaculate data exchange, and a proven track record of results for more than 900 customers.

Standardize and centralize your data with IRD.

Visit www.idea-esolutions.com or call 866.479.0484 today.

ABOUT IDEA

IDEA's comprehensive eCommerce portfolio includes solutions that maximize supply network efficiencies no matter your company's size or industry, allowing you to conduct business electronically with 100 percent of your suppliers, customers and strategic partners.

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