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## **IDEA Announces Alliance with XOLogic Corporation**

*Offering cloud-based web storefront solution integrated with IDW and XOLogic lighting database;  
Establishes single source data solution for both electrical and lighting data*

**ARLINGTON, VA** – The Industry Data Exchange Association, Inc. (IDEA) today announces its strategic alliance with XOLogic Corporation, a decorative lighting data and technology provider.

Together, the two organizations will offer a cloud-based web storefront solution that is integrated with both IDEA's Industry Data Warehouse (IDW) and XOLogic's lighting database. This connection establishes a single source data solution for both electrical and lighting data.

"Until now, electrical distributors haven't had great options within decorative lighting," said Mark Farr, President & Chief Technology Officer, XOLogic. "By connecting the IDW and XOLogic's lighting data, electrical distributors finally have one source for all data. Combine this data with XOLogic's websites and in-store tools and into your ERP systems, and you have a powerful solution that will save time and grow your business. Allowing customers to see and buy your products online is a must in today's e-driven world."

This offering enables users to populate an optional cloud-based web storefront tool with data directly from the IDW and the XOLogic database, as well as from other existing systems they may already have in place. Web stores can regularly be kept up-to-date with accurate information without the need to invest in a complicated eCommerce platform.

"We're looking forward to extending further possibilities to IDW distributors," said Mike Wentz, Executive Vice President, Sales & Marketing, IDEA. "This flexible web store option, combined with access to both electrical and decorative lighting data in one location, will allow our distributors to expand and realize new opportunities."

To learn more about the relationship between IDEA and XOLogic, please contact IDEA at [info@idea4industry.com](mailto:info@idea4industry.com).

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**About IDEA:** *The Industry Data Exchange Association, Inc. (IDEA) is the official technology service provider and eBusiness standards body of the electrical industry. The company helps thousands of manufacturers and distributors find the most cost-effective methods for running day-to-day business. IDEA's applications help connect the supply chain and make business processes efficient, easy and enjoyable for people every day. IDEA was founded in 1998 through a partnership rooted in the collective leadership of the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED) members. Their applications also bring value to vertical markets such as industrial, retail, and consumer-packaged goods. IDEA is headquartered in Arlington, VA ([idea4industry.com](http://idea4industry.com)).*

**About XOLogic Corporation:** *Founded in 2009 by lighting showroom owners in Orem, Utah, XOLogic is the #1 data and technology provider in lighting, used in over 30% of the lighting transactions in North America. The company provides seamless integration of data into websites and in-store applications. The company has*



*received numerous awards for its technology, and XOLogic's data + tools combination are recommended as the "premiere solution" by technology and lighting experts throughout the industry (<http://xologic.com/>).*