

WHY MANUFACTURERS WANT YOU TO JOIN THE **idw**

The result of a joint effort by NAED and NEMA, the **Industry Data Warehouse (IDW)** is an application that allows manufacturers to securely share accurate and timely product and pricing information with their distributors from one centralized location and in one standardized electronic format. Distributors can use this content to populate their internal and external systems - ERPs, catalogs, web stores, or mobile apps.

Unique **idw** Advantages



ACCURATE & TIMELY PRODUCT INFORMATION
IDEA's Data Certification Program analyzes all data in the IDW to ensure it's complete, accurate, up-to-date, and in line with the industry's highest expectations. With data coming directly from the manufacturer and reviewed by IDEA's Data Quality Specialists, you can be certain you're using the highest quality data to populate your internal systems, catalogs, web storefronts, and mobile apps.



DATA SOURCE TRANSPARENCY
All content in the IDW is specifically categorized to provide maximum transparency regarding where the product data comes from. IDEA goes directly to the manufacturer to get product information for the IDW, and works with them to develop a sustainable process to keep that information up-to-date.



STANDARDIZED DATA
The product data in the IDW has been scrubbed and validated against industry eBusiness standards to ensure quality and consistency. This means you and your manufacturers can both speak the same language, reducing the time and effort spent on translating or reformatting manufacturer content.



RICH MARKETING CONTENT
Through the IDW, you'll gain access to manufacturer-provided marketing content to help sell their products: product descriptions, spec sheets, technical drawings, attributes, images, videos, and more.



FAST QUOTE-TO-CASH PROCESS
The IDW enables you to receive supplier-specific net pricing files. Your manufacturers can use one of the four IDEA-developed net cost exchange methods to reduce the time and money spent on data manipulation and streamline the quote-to-cash process. You can also send your net price lists to IDEA for incorporation into your automated, confidential downloads in your preferred format. The IDW regularly passes security audits to ensure our hosted data is secure.



MULTIPLE DATA-ACCESS LEVELS
The IDW allows you to customize your data extraction settings and price sheet options for specific suppliers. You'll be automatically notified of new products, price changes, and replacements parts before they go into effect for maximum business system efficiency.

idw by the Numbers

- IDW houses 2.2+ million SKUs.
- IDW serves 6,500+ distributor locations, who jointly represent 89% of the total \$ volume of NAED members.
- IDW is used by 18 out of the top 20 distributors on *Electrical Wholesaling's* "Top 200" list.
- IDW was proven to help distributors generate \$73,000+ in profit for every \$10 million in purchase order sales.
- IDW gives distributors access to product data of 2,000+ manufacturer brands.
- IDW is endorsed by the National Electrical Manufacturers Association (NEMA) and by the National Association of Electrical Distributors (NAED) as the sole preferred source for member companies' product information.

idw Product Data Quality

To better support the electrical channel's web sales efforts and effectively address product information needs, IDEA launched our **Data Certification Program**. It's designed to measure the **breadth, depth, and quality** of data available in the IDW, guaranteeing that the information you are pulling is as accurate and up-to-date as can be.

Out of 350 fields this program focuses on 43+ critical data fields available in the IDW. These fields are sets of transactional, pricing, packaging, and web store information (e.g., brand, packaging, price effective date, etc.) that comprise the minimum data needed by distributors to conduct business and sell manufacturers' products.

With the Data Certification Program in place, the IDW gives you both **MORE** data and **BETTER** data!



BY THE INDUSTRY **FOR THE INDUSTRY**

Industry Data Exchange Association (IDEA) is the official eBusiness standards creating and setting body for the electrical industry. IDEA was founded by members of the National Association of Electrical Distributors (NAED) and the National Electrical Manufacturers Association (NEMA) in 1998, and our Board is comprised of distributor and manufacturer leaders who use our applications.

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