



## APPLICATIONS & SERVICES

We unite experts  
and **distribute data**  
through automation.



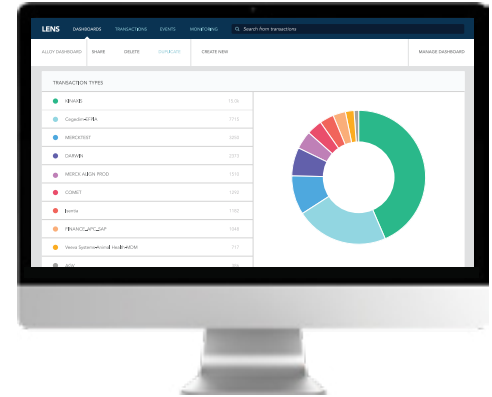
# Providing Manufacturers & Distributors, Across Multiple Industries, with **High-Quality Data & Automated Document Processing**

IDEA applications and services provide manufacturers and distributors with the tools they need to effectively manage daily operations—resulting in lower costs, higher profits, and more satisfied customers.

Our applications provide high-quality data and document process automation that allows businesses to operate more efficiently. Paired with outstanding customer service, we empower businesses to take that strategic leap forward with new technology.

# idea EXCHANGE<sup>SM</sup>

IDEA Exchange is an electronic data interchange (EDI) platform that enables you to exchange eBusiness documents such as purchase orders, invoices and advance ship notices with your suppliers and customers faster, easier, and more securely than traditional Value-Added Networks (VANs) or paper-based methods.



## ONLINE DOCUMENT TRACKER

View the status of all your documents to see if they were successfully sent and received.

## IN-NETWORK TRANSLATION

Send documents in one format, enable receipt in another. Formats could include: EDI, EDIFACT, Flat Files, XML, binary, and graphic files.

## FLEXIBLE DOCUMENT VIEWING

View your documents in both the format you sent them, and in the format, they were received.

## COMMUNICATION WITH NON-EDI COMPANIES

Send and receive documents seamlessly to and from companies that aren't EDI capable with web forms and Flat Files.

## UNRIVALED SECURITY

IDEA Exchange<sup>SM</sup> has multiple layers of security including: firewalls, encryption, certificates, authentication, and validation, with a fully redundant network and disaster recovery.

## DOCUMENT REPROCESSING

Regenerate EDI documents with point and click ease. Never spend time or resources recreating EDI documents again.

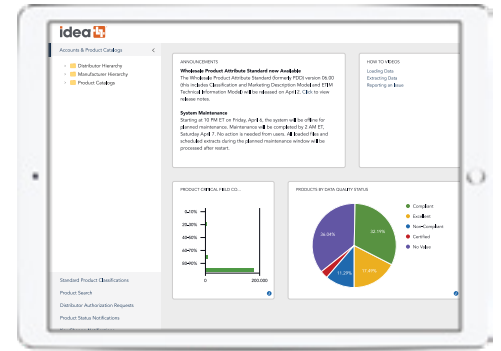


U.S.-BASED PHONE SUPPORT  
24/7 support when you need it most



# idea CONNECTOR<sup>SM</sup> For Manufacturers

IDEA Connector is a Master Data Management (MDM) platform that allows manufacturers and distributors to securely share accurate and timely product and pricing information through one centralized location and in one standardized electronic format.



## SIGNIFICANT COST SAVINGS

Bad data is costly. IDEA Connector<sup>SM</sup> helps you avoid unnecessary costs.



## GUARANTEED DATA SECURITY

IDEA Connector<sup>SM</sup> regularly passes security audits to ensure its hosted data is secure and available only to distributors you authorize.



## OWNERSHIP AND CONTROL OF YOUR DATA & BRAND

IDEA Connector<sup>SM</sup> allows you to control who can access, update or change your data.



## STRONGER RELATIONSHIPS WITH TRADING PARTNERS

Automated processes that allow you to quickly share accurate and complete product information with your partners.



## BRAND AND PRODUCT PROMOTION

Through IDEA's partnership with ElectricSmarts, IDEA Connector<sup>SM</sup> data is supplied directly to contractor estimating systems, giving manufacturer product information in the IDEA Connector<sup>SM</sup> more exposure throughout the supply chain, all the way down to the end user.



## INCREASED ORDER PROCESSING EFFICIENCY

Speed up your sales cycle by reducing order errors, returns, and related operational expenses.



## EFFORTLESS PRODUCT LIFE CYCLE MANAGEMENT

IDEA Connector<sup>SM</sup> allows you to notify trading partners regularly of price changes and replacement parts before they go into effect. Once loaded in the IDEA Connector<sup>SM</sup>, new items can sync with your authorized distributors' websites within 24 hours.

### Coming Soon

#### MORE DATA LOADING OPTIONS

Load your product information faster.

#### NEW WEB INTERFACE

More access options so you can make updates quickly.

#### ENHANCED DATA VALIDATION

Find data errors quickly.

#### NEW & ENHANCED PRODUCT DATA QUALITY PROGRAM

The new data quality program will provide tailored data quality scores on the data that is most important to your company.

- Distributors will pick the products and the attributes for their ecommerce site that they wish to measure in the platform.
- They'll be able to communicate those measurements directly with their trading partner.
- Manufacturer will have a more tailored road map to prioritize what data sets to load and when.

**\$80 Billion+**

Contractor Business market is uniquely accessible to manufacturers in the IDEA Connector<sup>SM</sup>

**18 OF TOP 20**

Distributors on Electrical Wholesaling's "Top 200" list use IDEA Connector<sup>SM</sup>



**2.2M+** SKUs are in the IDEA Connector<sup>SM</sup>

**>7,000**



Distributor locations served, who jointly represent 90% of the total \$ volume of NAED members

**OVER 350+**

Information Fields to Differentiate Your Products

**2,000+**

Manufacturer Brands Represented

**\$97,000+**

was generated in profit for every \$10 million in purchase order sales due to the help of the IDEA Connector<sup>SM</sup>



# idea CONNECTOR<sup>SM</sup> For Distributors

## ✓ ACCURATE & TIMELY PRODUCT INFORMATION

IDEA's Data Quality Program analyzes all data in the IDEA Connector<sup>SM</sup> to ensure it's complete, accurate, up-to-date, and in line with the industry's highest expectations.

## DATA SOURCE TRANSPARENCY

All the content within the IDEA Connector<sup>SM</sup> is specifically categorized to provide maximum transparency regarding where the product data comes from.

## QUALITY & CONSISTENT STANDARDIZED DATA

The product data in the IDEA Connector<sup>SM</sup> has been scrubbed and validated against wholesale industry eBusiness standards to ensure quality and consistency.

## RICH MARKETING CONTENT

Gain access to manufacturer-provided marketing content to help sell their products including: product descriptions, spec sheets, technical drawings, attributes, images, videos, and more.

## FAST QUOTE-TO-CASH PROCESS

The IDEA Connector<sup>SM</sup> enables you to receive supplier-specific net pricing files.

## MULTIPLE LEVELS OF DATA ACCESS

The IDEA Connector<sup>SM</sup> allows you to customize your data extraction settings and price sheet options for specific suppliers.

### Coming Soon

#### TAILORED COMPLIANCE SCORES

On manufacturer data that is more important to you

#### INTEGRATED EXTRACT & MAPPING TOOL

Tool helps you analyze data faster

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# idea STANDARDS<sup>SM</sup>

IDEA brings expert volunteer distributors and manufacturers together throughout the year in a collaborative process to develop and maintain data and electronic business standards for the wholesale industry in North America. These guidelines, business rules, and standardized product descriptors ensure an industry approved approach to improve marketing content, product data, and international trade.



## **EFFICIENT AND ACCURATE INFORMATION SHARING**

Industry business standards enable better information sharing among all organizations, which ensures that everyone is speaking the same language.



## **INVOLVED IN INTERNATIONAL STANDARDS**

The IDEA Standards Department interacts with, and represents the North American wholesale market on global standards committees, and manages ETIM North America, making the European classification model (ETIM) available for our customers with global footprint.



## **PROACTIVE FOR THE FUTURE**

As competitive pressures continue to grow, it's critical to develop and follow business data and ecommerce standards to support future business opportunities.



## **DEVELOPED BY BUSINESS EXPERTS**

Dozens of distribution and manufacturing experts volunteer their time to contribute to updating business standards each year.



## **UPDATES RELEASED ANNUALLY**

IDEA's business Standards updates are released once a year.

The IDEA Standards Committee reviews and sets standards for the following classifications and marketing information:

### **PRODUCT ATTRIBUTE STANDARD (PAS)**

This product attribute standard is the foundation for the IDEA Connector platform's format, specifications, and guidelines, offering a standardized template that defines how product-centric data should be exchanged in the channel. Formerly called the PDD.

### **EDIpro**

A set of industry-specific guidelines based on the ANSI X12 standards for EDI (electronic data interchange), provide a standardized way of automating the exchange of traditional business documents electronically, between trading partners, through the IDEA Exchange and to and from the IDEA Connector<sup>SM</sup>.

### **CLASSIFICATION ATTRIBUTE STANDARD (CAS)**

This category attribute standard is based on the United Nations Standard Products and Services Codes (UNSPSC), a global categorization taxonomy. It enables manufacturers to communicate standardized product descriptors, such as color, voltage, material, etc., to their trading partners through the IDEA Connector<sup>SM</sup>. Formerly called CMD.

### **NET PRICE**

IDEA has developed four standardized net pricing exchange methods for manufacturers to securely send confidential pricing to their trading partners. Using one of these methods, you reduce the time and money spent on data manipulation and streamline the invoice-to-payment process.

Bring Your Expertise to  
the Standards Committee

All members of the industry may participate in any subcommittee applicable to their expertise; business and technical knowledge areas.  
**For more information about standards or to join a committee contact Mary Shaw at [mshaw@idea4industry.com](mailto:mshaw@idea4industry.com) or 703.562.4610.**





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