idea PRO DATA SERVICES℠ | FOR MANUFACTURERS

STANDARDIZED, SCALABLE DATA SERVICES THAT ADDRESS SPECIFIC DATA NEEDS WITHOUT EXTENSIVE CUSTOMIZATION OR IN-HOUSE DEVELOPMENT

A unified solution for all your data management needs—from ingestion to optimization—combining data accuracy, process efficiency, and expert support to eliminate errors and scale without additional resources.

PRODUCT CONTENT MANAGEMENT

Time-Sensitive Deliverables

- New Product Launches
- Price Updates

Digital Asset Data Management

IDEA Connector Onboarding

IDEA Connector Recurring Data Loads

MAPPING & CUSTOM PROJECTS

PIM or Raw Data Mapping

Data Enrichment/ Collection

- eCommerce/Marketing Content
- Taxonomy & Schema Creation

UNSPSC/ETIM Assignments

Conversions, Mergers, & Acquisitions

CONSULTING & DATA ANALYSIS

Data Sync/Cleanse

PIM ↔ IDEA Field Optimization

ERP ↔ IDEA Field Optimization

Data Quality Analysis

Content Gap Analysis

eCommerce Audit

BUSINESS IMPACT

70-90%
Manufacturers & distributors facing challenges with **poor product data**

30+
Different roles negatively impacted by **ineffective data management** (19-28% across various roles)

10-23%
Projected **increases in revenue** metrics (evenhigher for eCommerce sites & manufacturers)

11-21%
Operational **efficiency gains** (measured by calls to sales reps, product support, & product returns)

* Data Journey: The Path to Effective Product Data Management. Gold Research. September 2023.

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ASSESS

Evaluate pain points, gaps, or challenges across your current data management processes, tools, and workflows.

ENGAGE

Partner with PDS to define targeted strategies that address key challenges and align with your business goals.

EXECUTE

Implement a structured data strategy with PDS, driving efficiency, accuracy, and scalability across your operations.

MAINTAIN

Ensure long-term data accuracy and performance through ongoing PDS engagement.

CLIENT TESTIMONIALS

> We weren't able to devote the needed time for our data project. We were able to delegate to IDEA's Pro Data Services. They **stepped in and took care of uploading all of our available product content** for our distributors."

Amanda Felts
Marketing Manager, Austin Electrical Enclosures

> **Partnering with IDEA's Pro Data Services has been a game-changer for our business.** By streamlining how we deliver clean, standardized product data to our distributors, we've dramatically improved visibility and trust across our network. In just two short years, we are now ranked in the top 5% of all IDEA manufacturers - a direct reflection of the efficiency, consistency, and reach this service has enabled for us."

Karmen Muller
Senior Program Manager, Product Data, *Legrand, North and Central America*

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