

CENTRAL HUB FOR ORDER TRACKING BOOSTS PROFITABILITY ACROSS THE SUPPLY CHAIN

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IDEA OrdrTrakSM is Transforming Communication Between Manufacturers, Reps, Distributors & Contractors in the Electrical Sales Channel

In the fast-paced electrical sales industry, questions like “When will my order ship?”, “Has it shipped yet?”, and “Can I get a tracking number?” are asked daily by contractors, distributors, and manufacturer reps. With **IDEA OrdrTrakSM**, these frustrations are fading. This platform connects the entire electrical sales channel, enhancing efficiency and value. Manufacturers like **Acuity Brands**, **Cree Lighting**, **FSC Lighting**, **ILLUMUS** (powered by **GREEN CREATIVE** and **ILP**), **Linmore LED**, **RAB Lighting**, **Signify**, and **SLG Lighting** are already using OrdrTrak to save their channel partners time and money.

Streamlining Information Exchange

The smooth exchange of information is crucial for maintaining a competitive edge. Delays in communication or inaccuracies in data can have a ripple effect, leading to missed opportunities and lost revenue. OrdrTrak addresses these challenges head-on by providing a universal platform for information exchange.

When OrdrTrak first launched, it offered only order status updates. Now, manufacturers can share order status, inventory, and pricing details all through one intuitive platform. You can track stock and project purchase orders, check inventory across multiple locations, and even view your local representative's stock for all the manufacturers you work with.

Seamless Integration with Business Systems

OrdrTrak also integrates with existing business systems, including ERP systems like Eclipse, Salesforce, SAP, and TTS. These integrations centralize data, streamline processes, and boost productivity by reducing manual data entry and ensuring consistent, accurate information across departments.



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Data Analytics and Pipeline Sharing

The platform also integrates with third-party apps without the inconvenience of managing extra usernames and passwords. One such app, PICKAXE™, provides agencies with enhanced business analytics by connecting to their management software. This integration also facilitates the sharing of real-time pipeline data with manufacturers, helping to reduce lead times by offering insights into upcoming orders. Manufacturers, who have long sought visibility into pipeline data, can now access it from one centralized location via a single, secure API connection.

Connecting is Easy

The OrdrTrak team is committed to ensuring a quick and efficient setup process for all users. For manufacturers, we'll collaborate with your team to establish a secure API connection, allowing you to start sharing your data with your partners in as little as a week. For representatives, distributors, and contractors, onboarding is even simpler. You'll receive your login credentials promptly, enabling you to begin checking orders and accessing critical information within 24 hours.

What the Industry is Saying about IDEA OrdrTrak:

"We are excited to be one of the first electrical contractors to sign up for IDEA OrdrTrak. This platform has the capability to fully connect the electrical industry so information can be shared seamlessly between manufacturers, distributors, and contractors allowing us to better serve our customers. We are asking all manufacturers we use on our projects to connect to the platform."

— Jason Hayes, EVP Sales & Marketing at Rogers Electric

"At ILLUMUS, we're dedicated to keeping communication transparent with our agents and distributors, ensuring they have all the product, pricing, and promotion details they need. Integrating with OrdrTrak gives our partners easy access to essential information, enhancing collaboration and speeding up decision-making."

— Devin Jernigan, VP of Strategy, Marketing & Innovation at ILLUMUS

Join the Revolution Today

OrdrTrak is a platform that becomes more powerful with each new user who joins. We encourage all parties selling through the electrical channel to connect with the growing number of manufacturers, distributors, manufacturer representatives, and contractors already reaping the benefits of enhanced efficiency. Schedule a demo today at www.ordrtrak.com (<https://www.ordrtrak.com>) to learn more about the future of supply chain management.