IDEA Service Level Agreement

Effective: January 1, 2026

Purpose: The Industry Data Exchange Association (IDEA) offers a variety of solutions that provide manufacturers and distributors with the tools they need to effectively manage daily operations — resulting in lower costs, higher profits, and more satisfied customers. These offerings include:

IDEA Connector – a Master Data Management (MDM) platform that enables distributors to securely access accurate and timely product and pricing data directly from manufacturers. IDEA Connector, IDEA Fusion, IDEA Insight, and ancillary products are offered as a Software as a Service (SaaS).

IDEA Exchange - an electronic data interchange (EDI) that enables the exchange of eBusiness documents such as purchase orders, invoices, and advance ship notices between suppliers and customers.

This document outlines the software support that can be expected, the processes and procedures to engage such support, and additional services IDEA can provide to support your instance.

IDEA has established a strong professional relationship with our partners that is backed by stringent service level and legal agreements with these organizations. In addition, our technical team, product team, and services team maintain expert knowledge of IDEA Connector, IDEA Exchange and the processes within.

If you need assistance: Please contact the IDEA customer success team at:

IDEA Connector - Phone: 866-479-0484 / Email: ideacustomersuccess@idea4industry.com

IDEA Exchange - Phone: 833-214-5775 / Email: exchangesupport@idea4industry.com

(IDEA Exchange and IDEA Connector provides live support Monday through Friday 7AM – 6PM Eastern Time)

Requests for support required outside of the live support schedule above need to be scheduled 5 business days in advance. Professional Services outside of live support hours are billed on a time and material basis.

IDEA reserves the right to perform maintenance and updates to any IDEA services during non-business hours. Maintenance windows are usually less than one hour. IDEA will send advance notification to customers advising of the extended maintenance windows requiring longer than one hour.

Release Schedule – IDEA Connector may implement up to three major releases annually.

- Manufacturer enhancements
- Distributor enhancements
- Core platform major release

IDEA may also choose to have additional minor releases, if applicable. New product functionality priorities are determined by:

- IDEA Connector Upgrades from partners
- IDEA Connector User Group
- IDEA strategic business needs and/or Industry and Technology trends

Maintenance Window: IDEA reserves the hours of Saturday 7:00am to Monday 12:00am Eastern Time (EST) for system maintenance, such as upgrades, defect patching, or testing.

Software Training: IDEA Connector provides initial startup training to all distributors and manufacturers, as well as customer access to our IDEA Knowledge Base.

Any additional training can be provided under a separate support agreement. Contact your Account Executive for further details and assistance.

Data Enrichment / File loading / File downloading support: IDEA offers Pro Data Services for data enrichment, file maintenance, and data loading. These services are provided by the IDEA Product Data Services Team and available under a separate services agreement or job quotation for requested services. Please contact your Account Representative for further details and assistance.

Support Coverage Timeframe: The Annual Support Fee entitles Customer to product support for the term of the current support agreement.

Support is available during ("Business Hours") defined as Monday to Friday, 7AM - 6 PM, U.S. Eastern Time (EST).

Support Holidays: Unless previously scheduled (see below), please note that IDEA support is not available on the following holidays:

New Year's Day	Labor Day
Martin Luther King Day	Columbus Day
President's Day	Veteran's Day
Memorial Day	Thanksgiving Day
Juneteenth Day	Thanksgiving Friday
Independence Day	Christmas Day

In cases where a customer scheduled event may trigger IDEA support and is scheduled during any of these holidays, IDEA support will be available, provided that the Customer notifies IDEA at least five (5) business days prior to such event.

Costs for support during off hours and weekends is twice the then current rate. Holiday support fees are three times the then current rates.

PROBLEM ESCALATION

Information required from the Customer when reporting a problem:

- A detailed description of the problem and/or issue.
- Configuration information.
- The results of any tests run by the Customer.
- Test cases, if available.
- Customer's primary and back-up contact information to include phone and email address for the specific problem.
- Priority category is set by IDEA and follows the table below.

Priority of Cases and Response Times:

IDEA makes every effort to respond to all problem reports during Business Hours, according to the following priorities:

Priority	Definition	Estimate Response Time
4 - LOW Information or enhancements requests	An issue that is non-critical and low priority; that is, a minor condition that can be readily circumvented or avoided on a temporary basis by the end user. Or any request such as an enhancement request presenting a condition with lesser severity than a minor problem.	***24 hours or next business day***
3 - MEDIUM Problem where acceptable workaround is available	A problem in non-critical functionality with a workaround; that is, a limited condition that can be readily circumvented or avoided on a temporary basis by the end user.	***8 hours or next business day***
2 - HIGH System is operational but functionality is seriously affected	A problem in critical functionality without a workaround; that is, a condition that severely restricts the end user's operations, but such end user can continue to use the program although it makes the performance of any one or more functions difficult. This problem cannot be readily circumvented or avoided on a temporary basis by the end user and requires a rapid solution.	***4 hours***
1 - CRITICAL System is down	A problem in critical functionality without a workaround; an emergency condition that causes the end user to be unable to use the program and that has a critical impact on such end user's operations. This condition requires an immediate solution.	***1 hour***

Support Case Escalation Procedures:

Upon receipt of the problem report from the designated support contact, IDEA will acknowledge receipt of the report. An IDEA representative will verify the issue and perform troubleshooting, including research and replication of the problem, if possible. If the issue persists, IDEA will obtain a possible fix or workaround from their Development Group. If a fix is not readily available, and the issue is not a defect in the IDEA product, IDEA will address the problem in a future release.

IDEA will notify the Customer's Point of Contact by email or telephone when the status of support case is updated.

Support Hours Accounting

IDEA provides support, up to the scope of hours defined in Service Agreement.

Support time dedicated to addressing system issues where IDEA offerings are not performing to documented capabilities will not be counted towards the annual support hours. All additional time will be applied to the contracted annual support hour totals.