

FORWARD MOVEMENT

THE ELECTRICAL INDUSTRY eBUSINESS YEAR IN REVIEW


MORE DATA

idw 
20,000+
NEW PRODUCTS

 List price for virtually **ALL ACTIVE PRODUCTS**
35% increase since Q1 2013

50%
MORE
Product
Categories

BETTER DATA

IMPROVED SEARCHES 
with top 15 attributes normalized
■ BLK ■ bk ■ black → Black

Up to **400%**
Improvement in
DATA QUALITY

“ The IDW Analytics tool makes my job **1000% EASIER.**
— Barbara Spadaro, Bridgeport Fittings



160
CEOs personally contacted with data quality scorecards



 **700,000+**
Products Checked for Accuracy & Consistency

BY THE INDUSTRY FOR THE INDUSTRY

 **1500+** brands
represented by 300 manufacturers

 **2.4 million** SKUs
populated in IDW

 **4000+** distributor
locations using IDW

MARKETING CONTENT TO FUEL SALES


365K+
Products with 
MARKETING CONTENT

“ Without IDW, we'd need **TRIPLE** the staff.
— Jeff Skiles, Kirby Risk Electrical Supply

 **Additional marketing content we support:**
Videos, Installation Instructions, RoHS Compliance Information, MSDS Brochures, etc.

For your webstore:

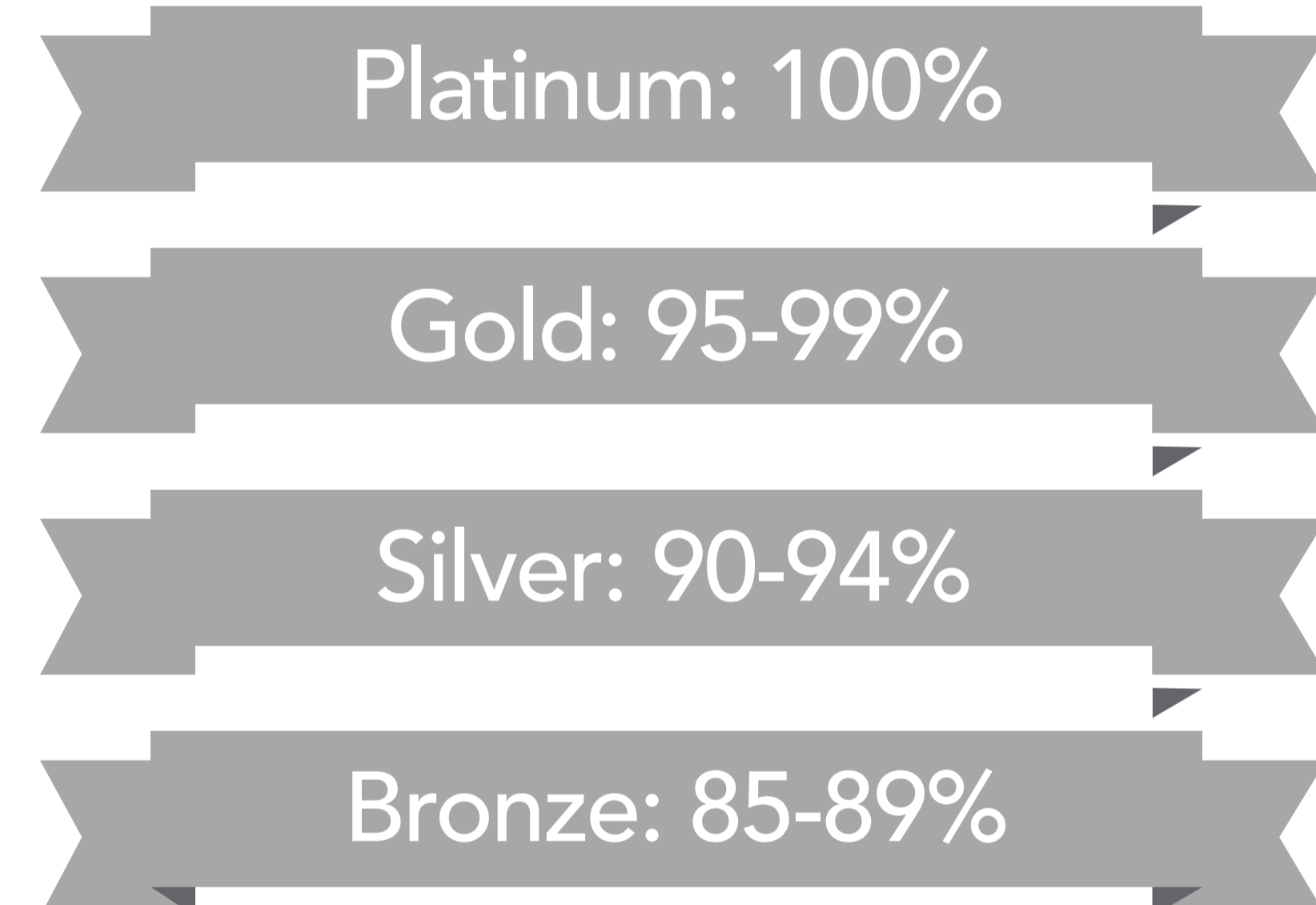
S	Spec sheets
A	Attributes
I	Images
D	Descriptions

 **140,000+**
Digital content URL's now hosted by IDEA
Eliminating issues with invalid URL's

Bands of Excellence

MORE THAN 40
Banded Manufacturers

Based on percent completion of marketing content (SAID elements) in the IDW



10x MORE
MARKETING CONTENT

Since the IDW Bands of Excellence Recognition Program Launched

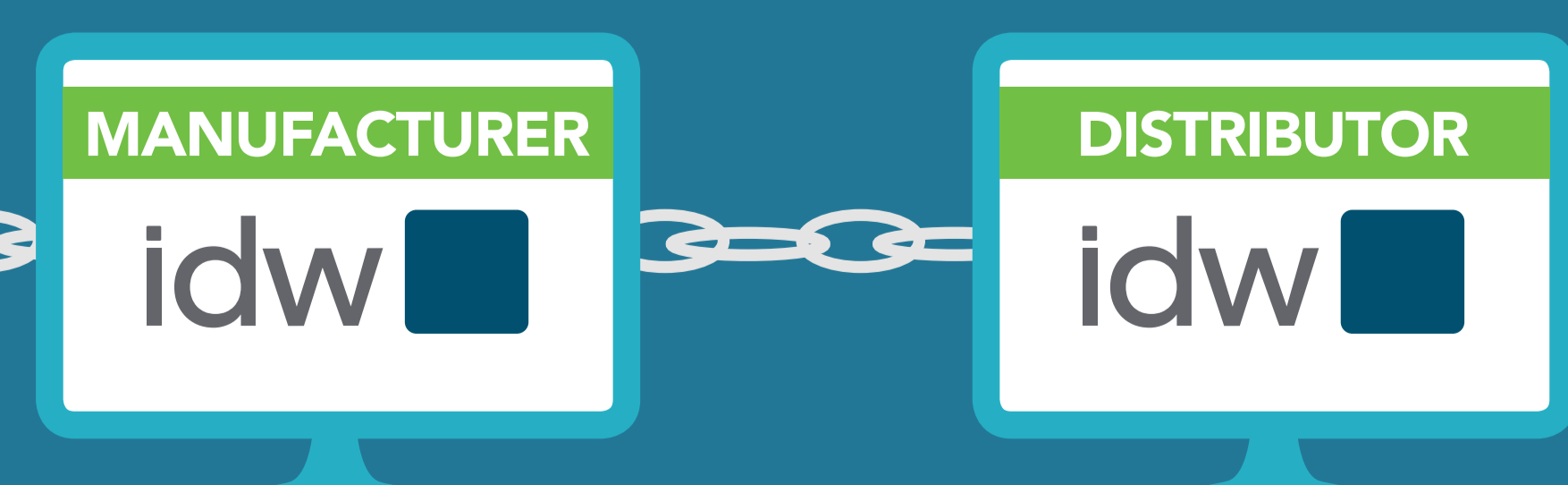
MAKING THE CONTRACTOR CONNECTION

 **3 NEW WAYS**

to Match Brands with Generic Requests

“ IDW content makes me confident I'm buying the right thing.
— Dan Poss, Frisbee's Inc. Contracting

The 98-series non-specific UPC numbers enable distributors and contractors to automate the bidding process.



IDEA developed a partnership with most estimating software companies to deliver IDW product data to contractors. This will connect the entire supply chain and **enable better buying decisions.**



Contact IDEA
to schedule a
ONE-ON-ONE

info@idea4industry.com

idea 
idea4industry.com