

# DATA WAREHOUSE

# Securely **access product & pricing data** from your suppliers



## The Industry Data Warehouse - IDW

More than 4,000 electrical distributor locations across the US and Canada use the IDW to make more sales and knock out national chain competitors.

The Industry Data Warehouse (IDW) enables you to securely access accurate and timely product and pricing data directly from your suppliers—in one place and in one standardized electronic format. The content from the IDW can be used to quickly build a web storefront and mobile app to differentiate your company from competitors.

### Always be the first to know.

Using centralized and standardized IDW product data means your business system is accurate and in sync with your suppliers. Manufacturers regularly update the IDW with transactional, packaging and marketing content, and IDEA checks it against industry eBusiness standards to ensure quality, consistency and completeness.



Without the IDW, we'd need 3-4 times more staff internally, and even with that extra manpower, the quality of the product data would still not be as good as what we receive from the IDW today.

Jeff Skiles, Kirby Risk Electrical Supply



1,500+

manufacturer brands have product data available in the IDW today.



4,000+

distributor locations use IDW to power their business systems and catalogs.



\$73K

profit for every 10 million in sales by obtaining product data from the IDW.



75%

increase in invoice accuracy by using the IDW and IDX together.

# Key features & **benefits**

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## **Data source transparency**

Reduce order errors and operating expenses by using manufacturer-supplied or approved product data. IDEA goes direct to the manufacturer to get product data and works with them to develop a sustainable process to keep it up-to-date. With the IDW, you'll know exactly where the product data comes from.

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## **Multiple levels of data access**

Customize data extraction settings and price sheet options for specific suppliers and be notified of price changes and replacement parts before they go into effect for maximum business system efficiency.

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## **Access to accurate, timely marketing content**

Keep your internal systems, catalogs, web storefronts and mobile apps current and accurate with spec sheets, attributes, images and descriptions. The IDW also supports videos, RoHS compliance information, MSDS and much more.

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## **Data tracking and reports**

Access detailed reports and summaries of all data import and export activities, then print or export to Excel directly from the screen you're viewing. Set up automated data downloads, with the option to only download items that have been added or changed since your last download.

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## **Platform and format independent content**

Extract product data regardless of what system or file format you use. Compatible with XML, EDI, Flat File and many others, you can continue to use your current business system and software, and get more results from it.

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## **Standards-based validation**

The product data in the IDW has been scrubbed and validated against industry eBusiness standards to ensure quality and consistency. This enables you to speak one common language with your suppliers and reduce the time and effort spent on translating or reformatting content.

# IDW Tools & Services

IDEA offers value-add tools and services that can help you increase efficiency and your return on investment for the IDW.

## IDW Web Storefront Tool

Quickly build an online catalog using product data populated from the IDW. This tool (CIMM2 powered by Unilog) can be integrated with your ERP, freight, and payment systems to make online ordering easy for customers. It can also capture customer preferences upon login so you can personalize their future experiences. As an additional value-add, IDEA works with our strategic partner, Unilog, to make your web storefront more accessible by customizing a mobile app for your customers.



### Personalize the shopping experience for every buyer

Manage your catalog content, publish multiple versions of the content to various media, and provide robust search engine capabilities to your buyers quickly and easily.



### Seamless integration with the IDW

Have a fully-functional web storefront in as little as 12 weeks, pulling pre-populated and manufacturer-approved product data from the IDW. Syncing with the IDW ensures you have the most up-to-date data, reducing order errors.



### Customer-specific catalogs, pricing and featured items

Tailor catalogs to your customer by creating subsets of your master catalog, containing only relevant items with customized prices and featured products, all based on secure logins and zip codes.



### Easy ordering capabilities

Customers can place quick orders using the part number or UPC, and easily make repeat orders by creating and saving shopping carts—credit checks and order confirmation emails are automated.



### External system and software integration

Forge a seamless connection between the IDW Web Storefront Tool and your business system. You can send web orders directly to your business system once confirmed, and calculate freight costs and payments in one complete transaction without manual intervention.

## IDW Subscription Level Options for Distributors

Product Content Included	Field Examples	Core Level	Catalog Level
Manufacturer-provided product attributes	brand, color, voltage, frequency rating		✓
Manufacturer-provided digital marketing content URL's	images, spec sheets, brochures, technical drawings		✓
Product descriptions	invoice, receipt, short, long	✓	✓
Packaging information	total units, pack unit of measure, order minimums	✓	✓
Pricing information	list price, price sheet number, price break type, price effective date	✓	✓
Basic transactional information	UPC, catalog number, UNSPSC code, seller ID code	✓	✓

## Want more? Add on Catalog Plus

Catalog subscribers can add on the Catalog Plus service to receive this additional content:

- IDEA-normalized product attributes for consistency across manufacturers and faster, more accurate online searches
- IDEA-hosted digital content URL's to eliminate issues with invalid URL's and ensure stability
- IDEA-sourced product data for access to a wider variety of manufacturers
- Web hierarchy sample templates to use as guides while developing web store drill-downs

Adopting the IDW Web Storefront Tool was more than just a paint job; its ability to integrate with our business system is instrumental in connecting us directly to customers. The robust back end enables us to provide custom content and features our customers want on our websites.

Les Johnson, North Coast Electric

