idw

For Manufacturers

DATA
WAREHOUSE

idea™

Securely **share product data** with all your trading partners **in one place**

idw

The Industry Data Warehouse - IDW

Join the hundreds of manufacturers using IDEA's IDW application to communicate what makes their products better than the rest.

The Industry Data Warehouse (IDW) enables you to securely share accurate and timely product and pricing data with distributors and other trading partners—in one place and one standardized electronic format.

Take control of your data.

Using the IDW means IDEA will host, secure and distribute your product data based on your unique requirements. You retain complete control over your product and pricing data—including who has access to it—and can even view detailed analytic reports to prioritize data quality efforts. These services are enhanced with IDEA-provided data governance, and access to industry-approved eBusiness standards, events and resources.

> IDEA helped fully synchronize our product information so that any changes or updates to our business system are automatically pushed out to our trading partners through the IDW. Publishing new product information couldn't be simpler.

Samer Shehadeh, Eaton's Electrical Sector

8,000+
distributor locations use the IDW to power their business systems, catalogs and web stores.

400%
improvement in data quality appraisal ratings by manufacturers using the IDW Analytics Tool.

80%
average savings per order to send product data with the IDW compared to using paper methods.

$97K
profit for every 10 million in sales by sending product data through the IDW.

Key features & **benefits**

Host and distribute various types of product content

Reduce errors by sharing transactional product, pricing and packaging data. Differentiate your product with marketing content; the IDW supports images, videos, brochures, RoHS compliance information, MSDS and much more.

Top security ratings and multiple data-access levels

Keep your data and transactions secure—we boast 100% uptime since our inception. Control your information—authorize specific partners to receive product information, and grant access to public and/or private pricing structures for each trading partner.

Data tracking and reports

Access detailed reports on all data import and export activities, including which trading partners have downloaded your product data, then print or export the reports to Excel. You can also automate data uploads on a regular schedule with the built-in scheduler.

Data governance

Keep your data clean and complete—validate it against industry eBusiness standards and use the IDW Analytics Tool to pinpoint and fix data quality issues in real-time before making it available to trading partners.

Product lifecycle management

Notify trading partners of new products, price changes and replacement parts before they go into effect to ensure proper phase in and phase out of products.

Intuitive interface

Access the IDW from any desktop, laptop or mobile device, where you can quickly search product data and enjoy full-featured use with minimal training required, and even edit product data or correct minor data entry errors on the spot.

Call **(703) 562-4600** or email **info@idea4industry.com** to schedule a one-on-one.

IDW Tools & Services

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

Included in your annual IDW for Manufacturers (Premium Support) subscription:

IDW Analytics Tool

This on-demand assessment tool empowers your team to evaluate the quality of your product data in the IDW through the eyes of distributors, and fix data quality issues at their source.

Real-time data quality access

Error checks take data evaluation beyond traditional validation rules, assessing critical fields based on industry eBusiness standards and their importance to distributors. Once exported, you can correct any errors in your own business system to ensure accuracy in all future updates.

Measure & promote your progress

Compare your progress against other IDW manufacturers and promote your data quality improvements to senior leadership. Comparison data and appraisal ratings are private and can only be viewed upon login.

IDW Data Management Service

This service (formerly known as the Data Audit Certification, or DAC) gives you access to IDEA's data management specialists who can help you quickly fix any product data errors that you uncover, guaranteeing that your data in the IDW is clean and error-free. You will also receive custom monthly reports to help prioritize data quality improvements and alerts for incomplete or obsolete active items.

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Securely share product and pricing data with all your trading partners in one place

Meet customer demands for eCommerce content

Reduce order errors, returns and related operational expenses

Increase speed-to-market

Strengthen relationships with trading partners

Prepare for future growth

Increase sales by differentiating products

idea