Data Certification Program

What is IDEA's Data Certification Program?

IDEA's Data Certification Program measures the breadth, depth, and quality of data available in the Industry Data Warehouse (IDW) at the item level. Measuring breadth within the Data Certification Program focuses on 43 critical data fields in the IDW. These "critical fields" are sets of transactional, pricing, packaging, and web store information (e.g., brand, packaging, price effective date, etc.) that comprise the minimum data needed by distributors to conduct business and sell manufacturers' products. These critical data fields are an expansion of those fields already required to load data into the IDW (as identified in the Product Descriptor Database, or PDD).

What is measured?

The program evaluates stock, quick-ship, and non-stock items in the IDW using three different metrics, providing the first comprehensive IDW metric for quantity and quality at the item level:

- **Compliance Metric:** This metric measures the depth, or completeness, of a manufacturer's product and pricing data in the IDW. An item is identified as "compliant" if each of its 43 critical data fields is complete and fully-attributed.
- **Excellence Metric:** This metric measures the quality of the data populated in the 43 critical fields. The content within an item's compliant fields must meet quality rules beyond the compliance metric:
  - Programmatic quality check: Industry standards and IDEA best practices (a combination of industry standards best practices, customer feedback, IDEA expertise, etc.) will be applied to data at the item level.
- **Visual quality check**: Once 100% of a manufacturer's items pass the programmatic check for excellence, a representative sample of 100 items (or less, if fewer than 100 items pass the excellence check) is subjected to a visual quality review conducted by a team of IDEA's Data Quality Specialists. If the entire sample of SKUs passes the visual check for excellence, the manufacturer's entire product line will be considered "certified."

Every quarter after the initial certification, the manufacturer's data is reevaluated through the same programmatic and visual checks. In case these quarterly checks uncover any deficiencies, IDEA's Data Quality team and Data Management team will work with the manufacturer to return their data to "certified" quality.

Exempted fields

Some of the 43 critical fields may be exempt from the Compliance and Excellence requirements if the item is indicated as a Non-stock; or is a Repair/Replacement item; or is a non-price maintained item. (Click the Guidelines icon on the Data Certification landing screen for the notations of item codes and exempted fields.) The 'exemption' status allows the manufacturer to leave those fields blank. However, if the field is populated, then all the Excellence rules are applied and must be met for the item to be programmatically excellent.

Items that are not fully populated, regardless of the Exemptions, cannot be certified. The 'certified' designation is reserved for items that have all 43 critical fields populated with data that is programmatically excellent, and that have passed the visual review step. However, if the random sample set does not contain any non-stock items or repair/replacement items, and all 100 items pass the review, the manufacturer's certified items may contain some SKUs that are not fully populated yet flagged as certified. Non-price maintained items (status code K) are an exception and can be certified without the pricing fields, as by definition, those items do not have pricing populated.

How does this program help the channel?

With certification, both manufacturers and distributors will have a completeness measure and an accuracy measure for the data being used to sell products within the electrical channel.

- **Manufacturers:** Certification will be an ongoing process for all manufacturers; if they are not certified, IDEA will work with them. IDEA's Data Management Specialists will provide manufacturers with actionable reports based on the compliance and excellence metrics. When these reports are paired with the IDW Compliance Module and the IDW Excellence Module (all tools/modules available within the IDW with an IDW for Manufacturers Annual Support agreement), manufacturers can measure their own progress and ensure the quality and completeness of their data at the source. This will enable manufacturers to have clean and accurate data in the IDW and in their internal systems.
- **Distributors:** With certification, distributors can be confident in the data they pull from the IDW, knowing that all 43 critical fields are populated with high quality data which can be used in their ERP systems and web stores to sell more product. In addition, a manufacturer scorecard showing the number of compliant, excellent and certified SKUs, will be visible to subscribing authorized distributors.

Both manufacturers and distributors can apply filters when extracting data from the IDW to allow for more selective extractions. Checkboxes are used to either select all of a manufacturer's data, or specific combinations of data to extract in accordance with the Data Certification Program.