Attribute Fulfillment Service

Your outsourced solution for reaping the benefits of the Industry Data Warehouse faster and more cost-efficiently

Distributors are struggling with inaccuracies, inconsistencies and gaps in your product marketing content—this puts you in danger of losing control of your brand and risking diminished sales in the distributor channel.

Deploying richly-populated, standardized marketing content to your distributors through IDEA's Industry Data Warehouse (IDW) is the key to achieving the powerful benefits of data synchronization—greater profitability, sales, data accuracy, brand loyalty and a competitive edge.

Attribute Fulfillment Service Benefits

The Attribute Fulfillment Service provides faster and more cost-efficient population of standardized product marketing content into IDEA's Industry Data Warehouse (IDW):

> Reduce the cost of gathering, formatting and transmitting your marketing attributes by up to 30%, compared to manufacturer internal resource costs

> Reduce the time to get your marketing data to your distributors by up to 50%

> Know your cost and time savings up-front through a customized ROI Analysis

> Partner with IDEA's data experts who understand your industry and your supply chain

Seize the Opportunity

With the launch of the Electrical Attribute Schema Version 2.0, **the industry-approved template** for standardized marketing attributes, manufacturers have new opportunities to bolster their channel presence. The Schema provides a guide to populate marketing content for nearly 2,500 product categories.

While investing time to gather, reformat and upload these attributes results in significant manufacturer ROI, the challenge for many manufacturers is finding the time with internal resources.

Engage with a Proven Partner

IDEA's **Attribute Fulfillment Service (AFS)**, in partnership with DATAgility, is a trusted and turnkey solution for manufacturers to outsource some, or all, of the data gathering and formatting work to populate standardized marketing information into the IDW so that it is easily accessible to distributor trading partners.

AFS outsourcing can help you populate marketing content in the IDW in **less than half the time and at one-third the price** compared to using internal resources.* IDEA can provide your company with an up-front and customized **ROI Analysis** to determine your savings before you commit.

Reap the Benefits

In addition to achieving supply chain cost efficiencies and increased transactional speed, manufacturers who populate the IDW with richly-populated, standardized marketing content find that:

- Products are *promoted more accurately* by distributors
- Products are *sold more frequently* in the distribution channel
- Products are *found more easily* through search engines
- You *build brand loyalty* with distributors while helping them increase profits

idea™
Unleash the power of **e**

You Control the Process

We work directly with you to ensure the marketing information used meets your company's requirements in addition to industry data quality standards. You provide or authorize sources for IDEA to obtain your marketing content. We will translate it into a standardized format, keeping you informed throughout the process. Our proven methodology delivers sustainable, high-value results based on the electrical industry-approved standards. Once the project is complete, you will have a turnkey process in place to maintain it.

Sell More Products from the Warehouse to the Web

Distributors *need* your standardized marketing content *now* to effectively price, promote and sell your products at the counter and on their websites. They prefer to get your marketing information from one reliable source that is regularly maintained—direct from the manufacturer through the industry-owned IDW Data Synchronization Platform.

Marketing Content is Your Brand's Greatest Asset—Control It or Lose It

Your brand is reinforced and affected by how your products are seen and positioned in the marketplace. The richness and depth of marketing attributes and content available to your distributors drive that brand image. The Attribute Fulfillment Service unleashes the full impact of those crucial brand assets by empowering distributors to evangelize your brand and sell more of your products with knowledge, authority and confidence. Contact your IDEA account manager at am@idea-esolutions.com or call 703.562.4600 to learn more.

*These savings are typical of previous AFS outsourcing engagements.

"Our customers are demanding more product information to make buying decisions. The better the marketing information is on a product, the easier it is to get that product line-up correct. Right now, that's a challenge. Having standardized attributes would make the whole process from manufacturer to end customer more reliable." —Jason Archbold, Catalog Marketing Specialist, **Border States Electric Supply**

about idea IDEA, a business-to-business technology service provider was born of the electrical industry in 1998. IDEA was founded through a partnership inspired by the collective leadership, vision, wisdom and expertise of the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED). IDEA partners with DATAgility to provide outsourced data synchronization services.

2461 South Clark Street | Suite 450 | Arlington, VA 22202
P 703.562.4600 | F 703.562.4650 | www.idea-esolutions.com