



Data Audit Certification (DAC)

Take a proactive approach to data quality with IDEA's new and improved data quality professional service

Is your product information in the Industry Data Warehouse (IDW) outdated, inaccurate and/or incomplete? Does your interpretation of “complete” meet your distributors’ expectations? Do you struggle with what type of product information to populate in IDW or are you unsure of how to properly format data to load into IDW? If you answered YES to any of these questions, you may want to consider taking advantage of IDEA’s data quality service.



Data Audit and Certification (DAC) benefits at a glance:

- > Gain additional support with a dedicated Data Quality Analyst (DQA)
- > Proactively monitor your product information with monthly status reports
- > Raise your value in the eyes of distributors with “certified” product information in the IDW

The Data Audit & Certification (DAC) service was created to help manufacturers consistently populate and maintain quality product information in the Industry Data Warehouse (IDW). IDEA continues to work with manufacturers to add value through this service. Here's what you can expect:

Dedicated Data Quality Analyst (DQA)

- Once you subscribe to the DAC service, you'll be assigned a dedicated Data Quality Analyst (DQA) who will proactively follow up on your IDW Load Summary reports and help correct any errors that may occur.
- Your DQA is available to format and load data for you when you don't have the time.
- Your DQA can help answer any questions you have about your product information including how and/or what to populate.
- Your DQA's ultimate goal is to make sure you load the highest quality data in the most efficient way.

Monthly report on the status of your data

- You'll receive a monthly report that includes data quality metrics to help you prioritize your data improvements.
- The report provides a percentage of population total for key fields your distributors have requested.

In addition, all manufacturers that use this data quality service will be labeled as “Certified” in IDW which is displayed for all your distributor trading partners. Your distributors will know that you take data quality seriously and that they can expect fewer order errors when using your product information to place orders.

If you are interested in learning more about the new improvements to this data quality professional service, please **contact your account manager at am@idea-esolutions.com or call 703.562.4600.**



about idea IDEA, a business-to-business solution and professional service provider, was born of the electrical industry in 1998. IDEA was founded through a partnership rooted in the collective leadership, vision, wisdom and expertise of NAED and NEMA members.

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