



# Manufacturers: Are you in EDATA?

*The data pool where wholesalers access high quality product data to drive sales*



## EDATA: the data pool for the UK's electrotechnical supply chain

Product data is a manufacturer's silent sales team and it is worth its weight in gold to the supply chain.

It can, however, be a challenge for businesses to develop and enrich it, and always keep wholesalers supplied with the latest version.

EDATA is a cloud-based portal for manufacturers to upload and maintain their product information, and for wholesalers to download and use to drive their businesses and sales.

Manufacturers control which wholesalers can download their product data.

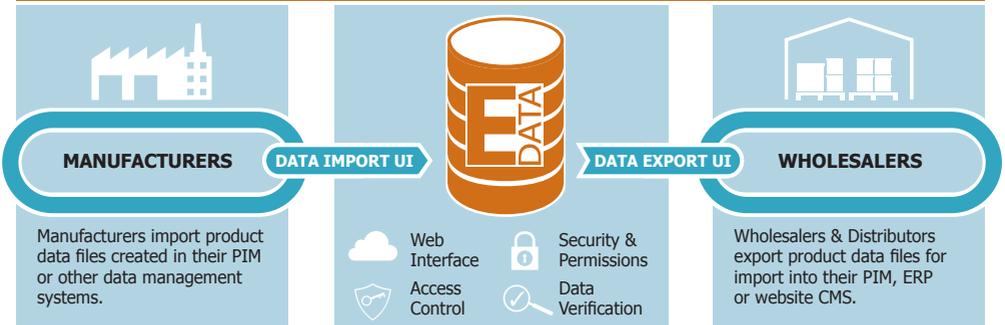
Manufacturer membership of EDATA is by annual subscription (1 Jan – 31 Dec or pro rata). EDA affiliates benefit from preferential subscription rates.



## Getting your products in front of wholesalers

Every EDA wholesaler has free access to EDATA, where they can download product data in bulk and access Live Product Data Sheets to share with customers at the trade counter, include in quotes / tender documents / submittals, and Operation & Maintenance packs.

### HOW YOUR PRODUCT DATA FLOWS THROUGH EDATA TO THE WHOLESALER





MEMBER

## As an EDATA manufacturer member you benefit from:

- Fact-finding Welcome & Onboarding Workshop so our product data experts can understand where you need most support
- A bespoke Onboarding Project Plan setting out your EDATA priorities and objectives, and the support and account management throughout your membership subscription
- Unlimited one-to-one EDATA training sessions
- Access to EDATA Creator and its Product Information Management (PIM) functionality at no extra cost. Perfect for manufacturers with no in-house PIM or where the PIM doesn't handle ETIM classifications.
- Unlimited one-to-one ETIM support (ETIM is the recommended standard for the technical performance of your products)
- Unlimited access to the EDATA sandbox for testing and refining your data
- Technical support for creating complex file formats including BMEcat®
- Access to expert guidance on how your product data can reach Gold Standard, including workshops, webinars and White Papers
- Access to EDATA's quality dashboard showing the health of your product data. Your data is independently monitored for quality and conformance with data standards
- Integration with your PIM system and auto-upload of data via SFTP (Secure File Transfer Protocol)
- Use of the EDATA member logo and framed EDATA membership certificate
- Opportunity to join the Gold Circle and use the EDATA Gold Quality Achieved logo

**Access to EDATA is entirely FREE for EDA Wholesalers and Branches, meaning maximum visibility for your products, including:**

- Live Product Data Sheets
- Product images
- Web and marketing descriptions
- Product technical specifications
- And more...

**Scan the QR code to see the leading brands in EDATA**



**To find out more contact the EDA on:**

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