

Setting the Scene

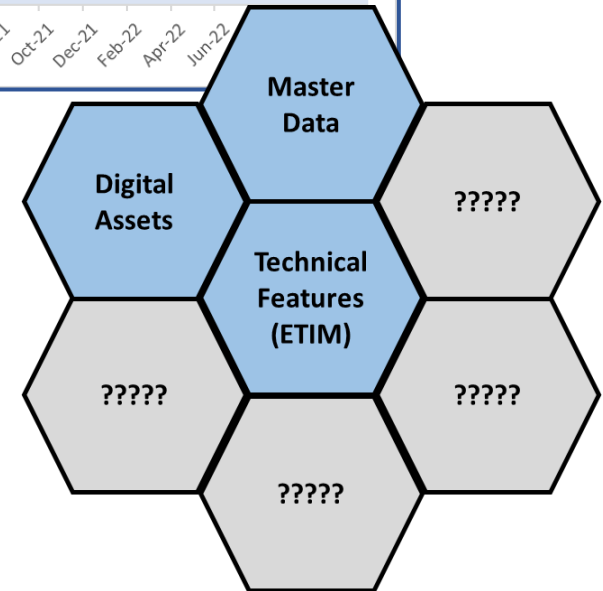
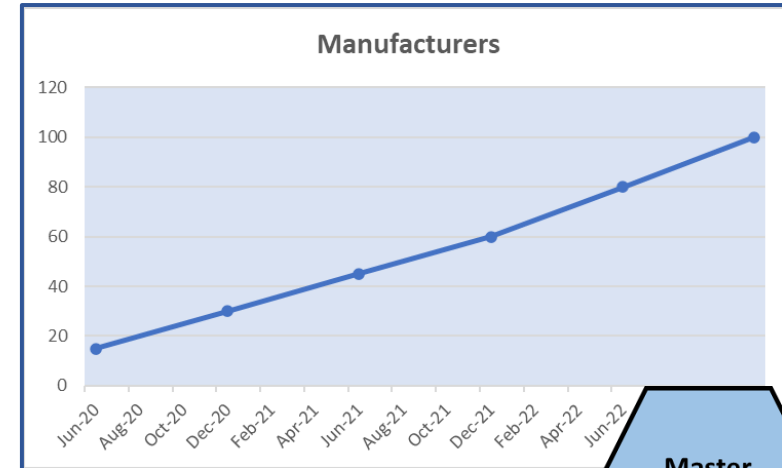
Richard Appleton
General Manager, EDA Data Services



Looking Forward - 2021



- Increase number of manufacturers in EDATA
 - Next target group identified
 - Focus on completing data
- Further development of platform
 - Wider range of access options
 - Additional data types
- Work closely with wholesalers to implement EDATA



Looking Forward - 2021



ETIM
UK

- Increased communications
 - Digitalisation Advisory Group
 - Click & Connect
 - Data Quality Awards
- Work closely with Solution Providers

b2b
store



eCommonSense
BUILDING DIGITAL RIGHT

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multi-channel publishing

ORDERWISE®

ProPlanet
data solutions

syndigo

CLICK & CONNECT
EDA'S DIGITALISATION NEWSLETTER

EDA Board Member Simon Barkes
elected ETIM International President

UK takes presidential role as pandemic throws renewed focus on digitalising our sector.

Simon Barkes has been elected as the fourth President of ETIM International and, following a formal handover in November 2020, will lead the organisation for the next three years. A long-time champion of digitalisation for the UK's electrotechnical sector, it was in 2017, during the second of his two EDA Presidencies, that Simon led the introduction of the ETIM global data standard to this country.

ETIM is the international data model for the standardisation and classification of technical product data and is managed by ETIM International from its Belgium HQ. As ETIM International President, Simon succeeds Jan Janis, formerly of Sonepar, to lead an Executive Board of five representatives drawn from ETIM Member countries: North America, Norway, Finland, the Netherlands and Germany. There are currently 22 country members of ETIM International, including the UK.

Simon, MD at EDA Member BEMCO (British Electrical and Manufacturing Company), said, "It is an honour to be part of the team leading the strategic direction of ETIM. Since the EDA launched its digitalisation drive in 2017 the UK has made huge progress: the standard has been Anglicised for our market; the EDA has established a data team led by Margaret Fitzsimons, EDA CEO and Richard Appleton, General Manager at EDA Data Services; we've launched the EDATA data pool which contains ETIM-ready data; and the BME has seen the benefit of ETIM for their members and has come on board as champion for the HVAC & Plumbing and Building Materials sectors."

Further information can be found at www.eda-uk.co.uk and on LinkedIn under ETIM UK.

Aico represents manufacturers on the EDA Data Services Board

Michael Wright, Aico Ltd's Product Development Manager, has been voted in by representatives from the 25 Founder Members of EDATA, the by the industry for the industry data pool.

Michael will serve for two years alongside:
• Chair: **Edgar Aponte**, CEO, Havel UK Ltd
• **Richard Sherin**, Group Commercial Director, R & M Electrical Group Ltd
• **George Brickwood**, eCommerce Director UK & Ireland, Schneider Electric Ltd
• **Margaret Fitzsimons**, EDA CEO
• **Richard Appleton**, General Manager, EDA Data Services.

For more visit www.eda.org.uk/etim-edata

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Electrical Distributors' Association
ETIM UK.

Richard Appleton
General Manager, EDA Data Services.

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Key Themes – Ownership & Control



Product data should be traceable back to a credible source

Product data must be owned & managed by manufacturers

Your product data is a key strategic asset

“Manufacturers should understand that in future product data will be at the heart of their marketing and customer engagement strategies.”

UK BIM Alliance, A Fresh Way Forward for Product Data, 2018

Key Themes – Standards & Quality



Product data should be structured and machine readable

Product data should conform to accepted standards

Data quality is of paramount importance

