Setting the Scene

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EDA ELECTRICAL DISTRIBUTORS' ASSOCIATION

ETIM UK

DATA

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

Manufacturers
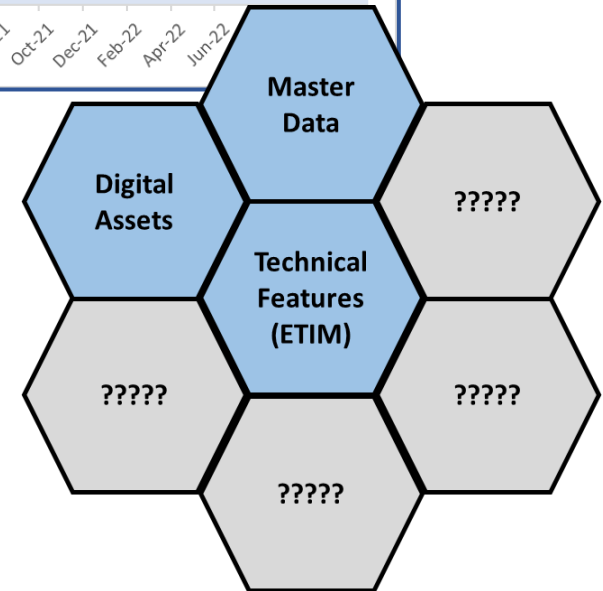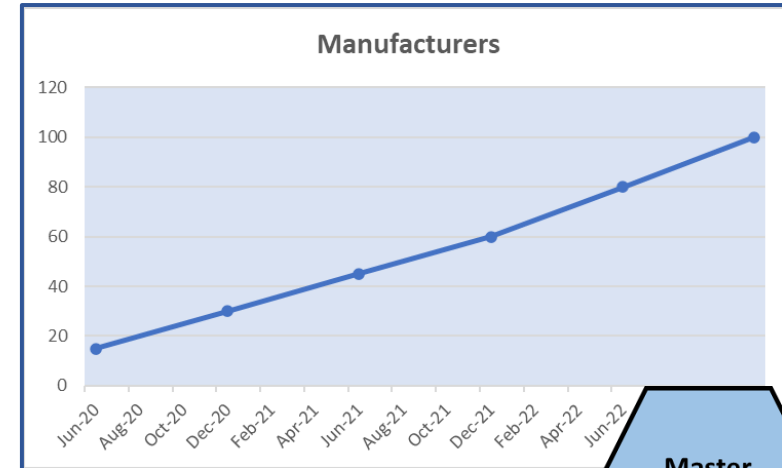
Looking Forward - 2021

- Increased communications
  - Digitalisation Advisory Group
  - Click & Connect
  - Data Quality Awards

- Work closely with Solution Providers

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

Products with complete ETIM data (%)

30%
70%

- Complete ETIM data
- Incomplete ETIM data

Products with images (%)

20%
80%

- Images av
- No images

Data Quality - % products meeting gold/silver/bronze data quali standard

5%
20%
10%
65%

- Gold
- Silver
- Bronze
- In Development