



## Are you in EDATA?

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

Why product data is a manufacturer's silent sales team and how to make it work for you.

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

Product data is your silent sales team and is worth its weight in gold to the supply chain, but it can be a challenge for manufacturers to develop and enrich it and always keep wholesalers supplied with the latest version.

Wholesalers carry tens of thousands of products from hundreds of suppliers and few have the know-how or resources to manage that volume of data. So, if the product information you supply to wholesalers doesn't meet expected standards, is in a non-standard format, or falls short when compared to that of your competitors, it's bad news for your sales.

The demands of the UK's electrotechnical sector are changing too, with an ever-increasing need to find faster and smoother options for transferring information along the supply chain to oil the wheels of commerce.

That's digitalisation and EDATA can help.

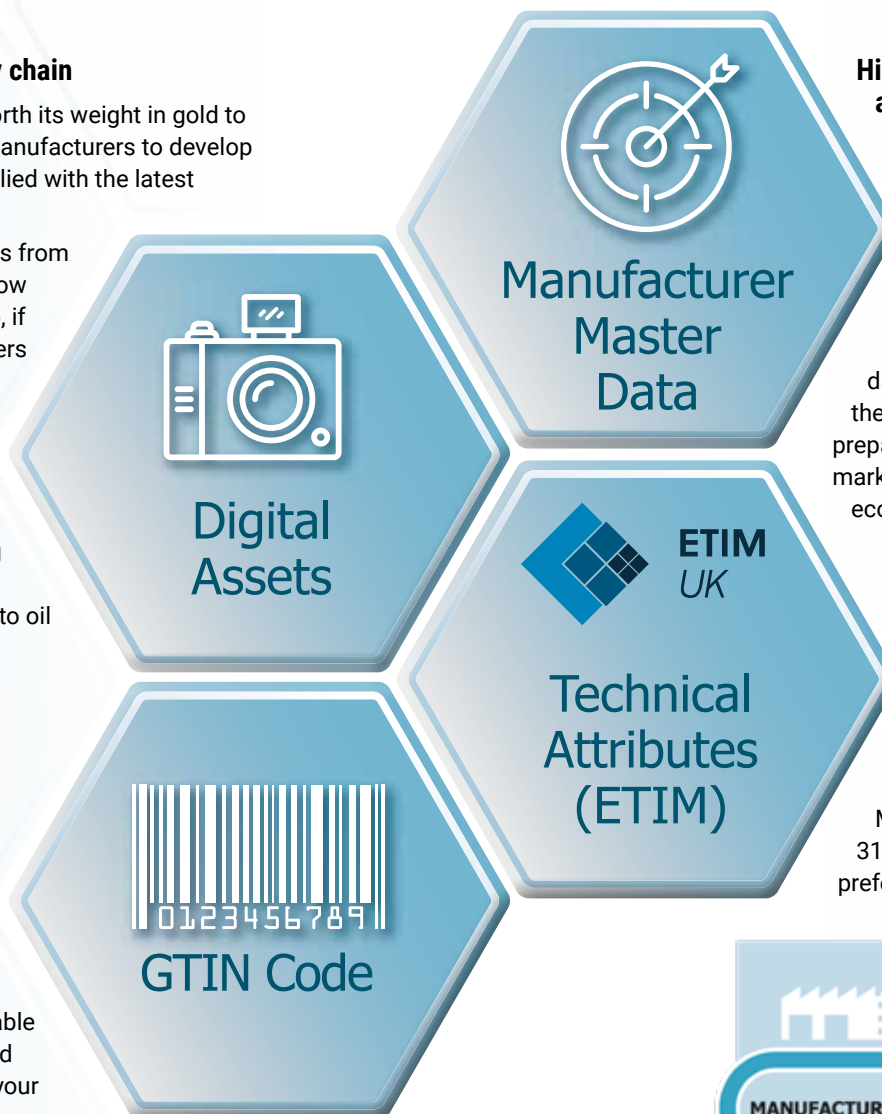
## EDATA: shares your rich product data with wholesalers

The demand for one-source-of-truth access to high quality product data is why the Electrical Distributors' Association has created EDATA, the data pool for manufacturers and wholesalers in the UK's electrotechnical supply chain.

EDATA hosts your product data, making it available to many wholesalers, saving you time, effort, and resource, and putting you in full control of how your products are presented.

Membership of EDATA also includes access to our technical and advisory service. Your team benefits from one-to-one support to help you improve the quality of your product data so that it stands out to wholesalers and contractors. EDATA shares that rich data with multiple wholesalers in one go – simple and straightforward with no extra effort on your part.

EDATA does not replace your in-house PIM (Product Information Management) system but complements it.



## High quality product information and images are the key to B2B sales

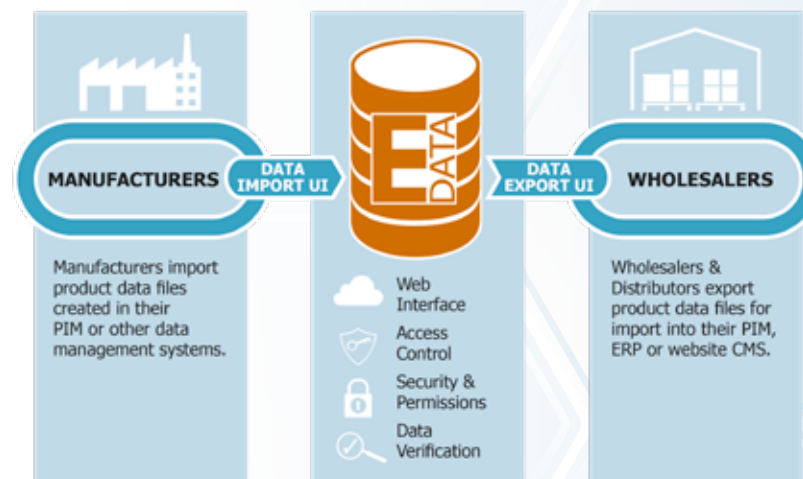
B2B customers have the same expectations as B2C: they need the reassurance of thorough product information and technical specification so they know a product will do the job. Missing information results in lost sales and increased returns, which cost money and reflect poorly on your brand.

Wholesalers need access to the highest quality product data to streamline their business systems and to drive their sales activity including giving trade counter advice, preparing quotations and invoices, catalogue production, marketing content, click and collect services, punch-out sites, ecommerce and so on.

## How does EDATA work?

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. And if you want to control which wholesalers can download your product data, EDATA's functionality offers that option too.

Membership of EDATA is by annual subscription (1 Jan – 31 Dec or pro rata). EDA affiliate manufacturers benefit from preferential subscription rates.



## The leading brands already using EDATA



For the latest news on the leading brands inside EDATA, visit <https://tinyurl.com/EDATApool>

You'll also see which brands have achieved the coveted quality Gold Standard Data. EDATA offers you a quality dashboard function so you can see instantly how your product data is shaping up. As a member, you'll get access to bespoke support to get you to Gold.

### GOLD

- Comprehensive Master Data Fields including short and long description, marketing bullets and GTIN code (Global Trade Item Number also known as the European Article Number or EAN)
- ETIM classified with relevant ETIM features populated
- At least one product image

### SILVER

- Key Master Data Fields, including short description, marketing bullets, and the GTIN code
- Products assigned to ETIM classes.
- At least one product image



### BRONZE

- Mandatory Master Data including short description
- At least one product image



### IN DEVELOPMENT

Data which has not yet reached Bronze level is classified as in development.



MEMBER

## As an EDATA 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
- 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



For more information call the EDA on 020 3141 7350

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