EDA Digitalisation Update

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EDA Digitalisation – Where Are We Today?

EDA has been leading the charge to digitalise the UK's electrotechnical sector since 2017 with key initiatives to deliver <u>high quality product data</u>

ETIM: The international data model enabling manufacturers to structure technical data for their products in a consistent manner

EDATA: A central, industry-owned, data pool of consistent, high quality manufacturers' product data for access and export by wholesalers

Data Quality & Standards: Developing standards and best practice to increase data quality
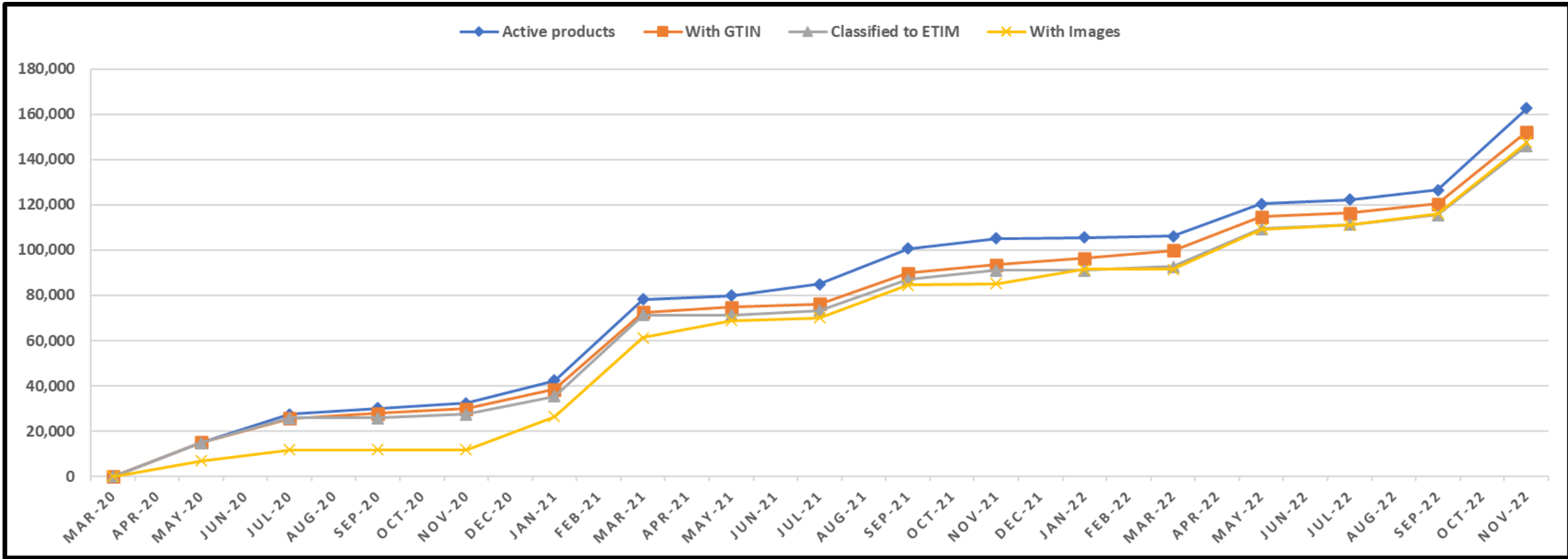
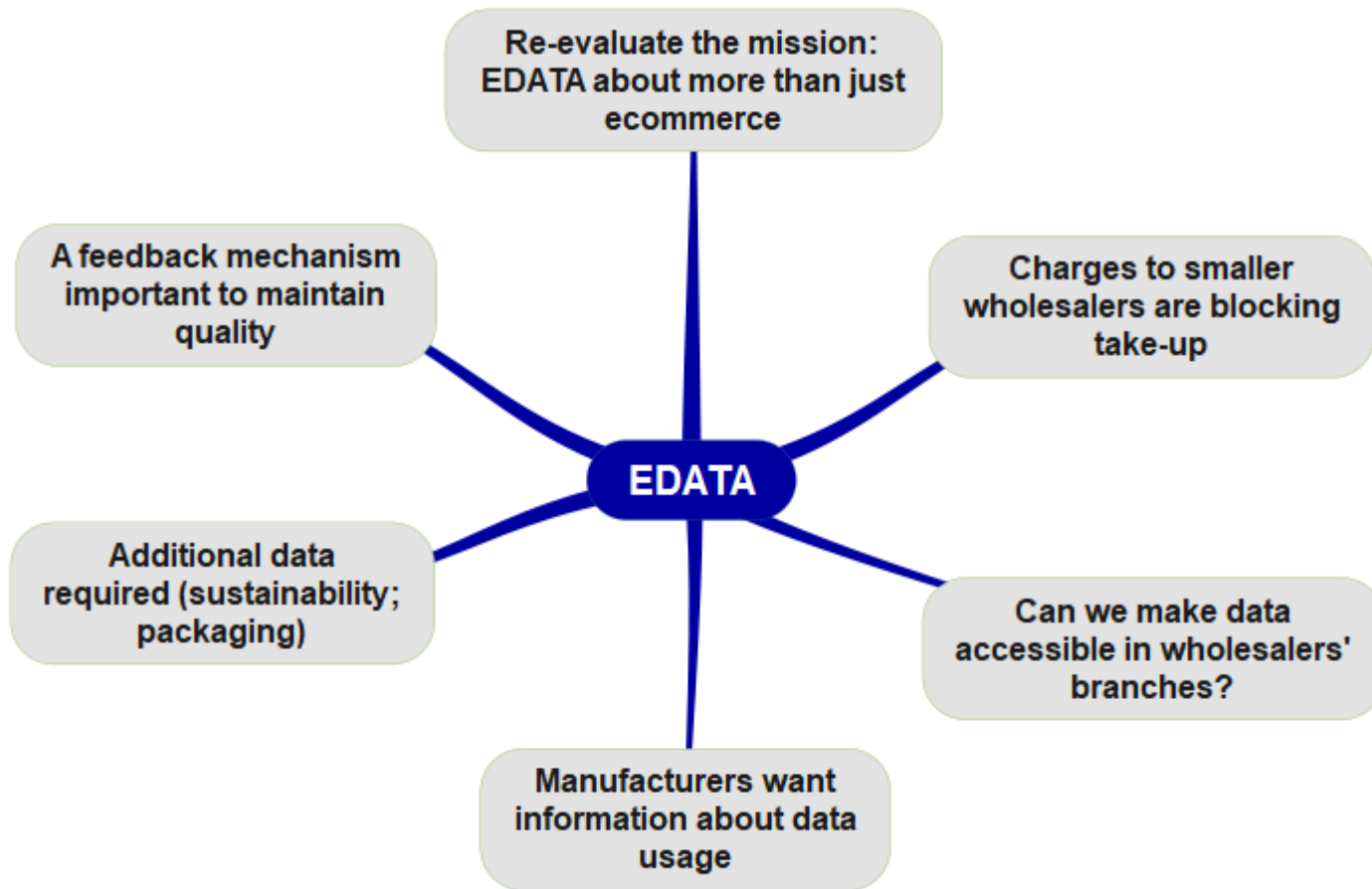**Industry:** Collaboration and communication with construction industry digitalisation

EDATA – Over 50 Leading Brands

EDATA - Manufacturer Onboarding

EDATA – Driven by Industry Feedback

Re-evaluate the mission: EDATA about more than just ecommerce

A feedback mechanism important to maintain quality

Charges to smaller wholesalers are blocking take-up

EDATA

Additional data required (sustainability; packaging)

Can we make data accessible in wholesalers' branches?

Manufacturers want information about data usage

- 2 years on from EDATA launch – review "where are we now?" and "where are we going?"

- Key take-aways from face-to-face Steering Group 15th March 2022

- Board discussion 6th May 2022

- Outcomes have guided EDATA strategy for 2022 and beyond

EDA ELECTRICAL DISTRIBUTORS' ASSOCIATION

ETIM UK

EDATA

EDATA – Recent Developments

- Following strategic review wholesaler access to EDATA now free of charge for EDA wholesalers

- New fields and "ease-of-use" features

- Data sheet generation & download facility added

- EDATA access now at wholesaler branches

- c. 70 new wholesaler users registered since October – many providing valuable feedback

EDATA – Planned and/or in Development

- Further development of data sheet concept

- Data quality feedback loop

- Manufacturer statistics dashboard

- Additional data types*

  - Logistics
  - Sustainability
  - Linked products

* In collaboration with industry trade bodies and EDATA steering group/board members to agree standards
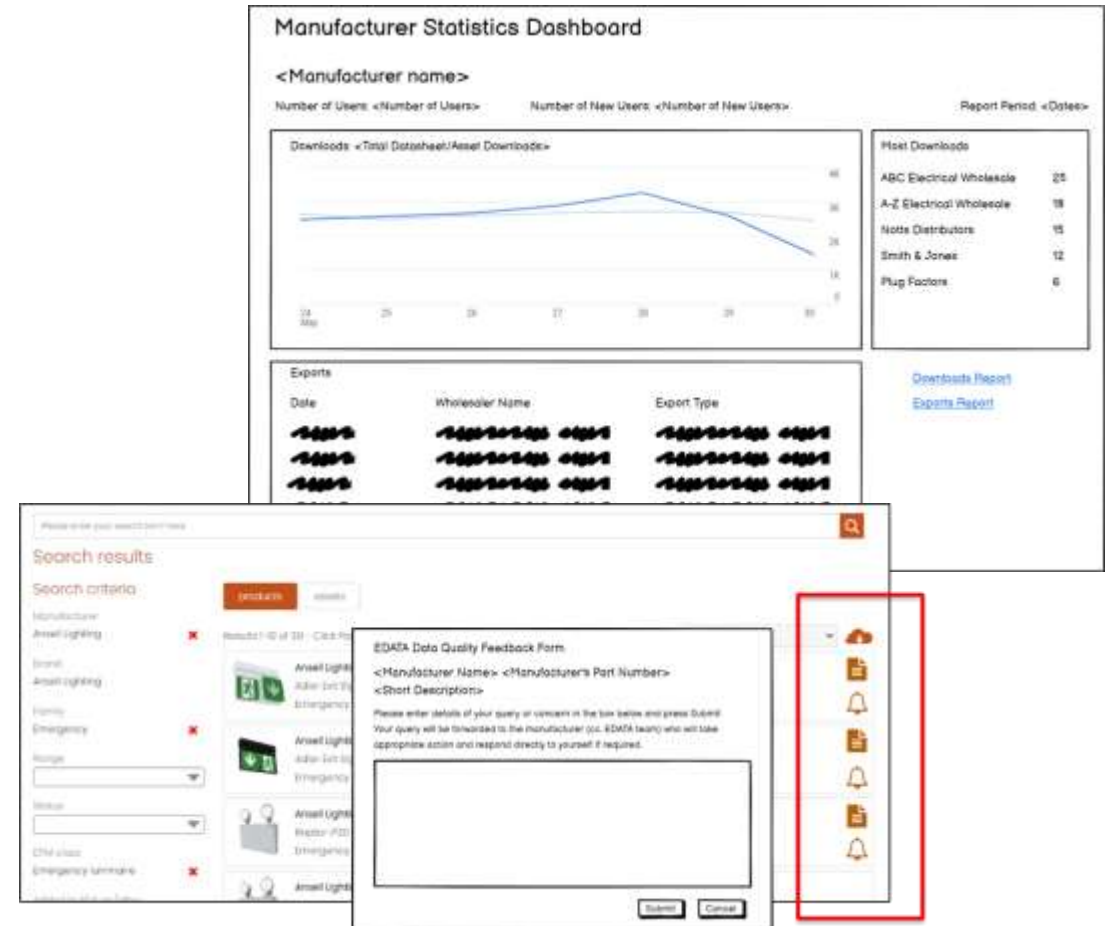
Data Quality & Standards

- Data in EDATA is measured against Gold, Silver & Bronze quality standards

- A framework to guide manufacturers' data enhancement projects

- Manufacturers with Gold standard data join the Gold Circle - 28 Manufacturers joined to date – more to follow

- Opportunity to recognise hard work and achievement - Data Quality Awards

- Further development of standards planned for 2023 to highlight coverage, data maintenance, best practice conformance

Driving Data Quality

Data Quality 2022 vs 2021 vs 2020

Category	2022	2021	2020
Gold	53.89%	30.74%	16.04%
Silver	7.28%	2.76%	8.30%
Bronze	28.10%	44.90%	39.14%
In Development	10.73%	21.60%	36.52%

■ 2022 ■ 2021 ■ 2020
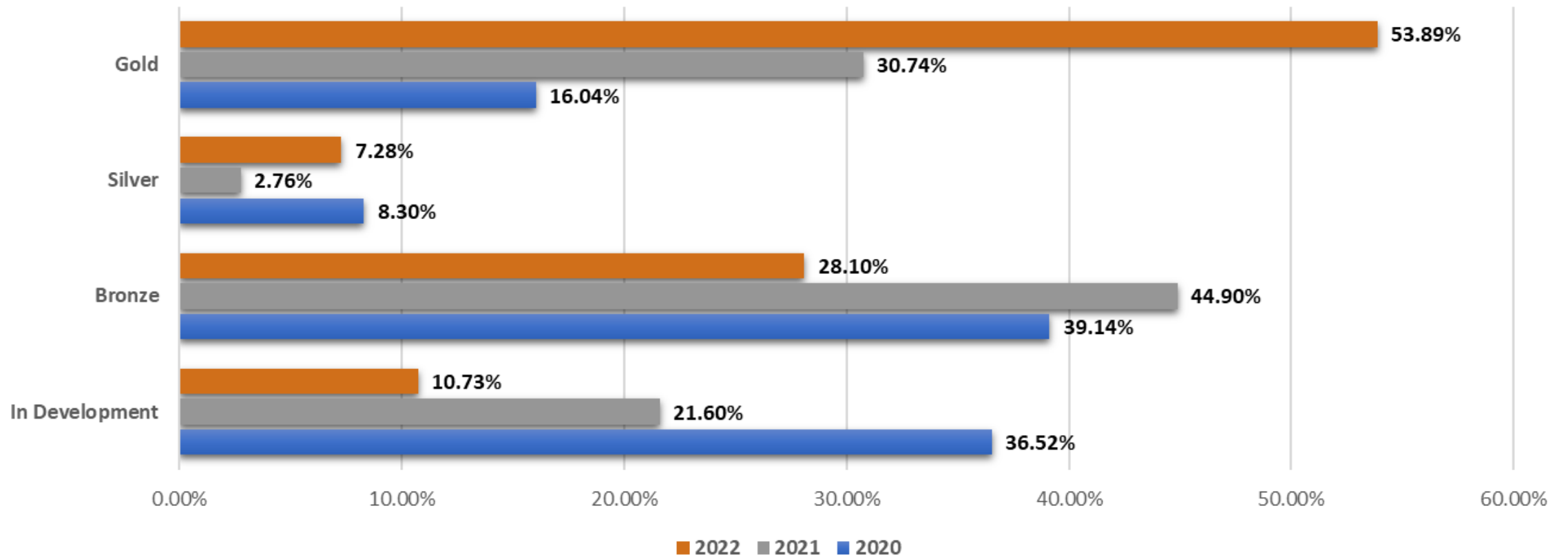
White Papers & Going for Gold Workshops

Now CPD Accredited!

- 5 white papers available on EDA web
  - Now being adapted for Builders merchants and US markets

- 5 Going for Gold workshops held in 2022
  - 20 manufacturers attended

- More workshops planned for 2023
  - see EDA web site for dates, venues & registration details

"Excellent course content to point you in the right direction"

"The structure and content of the session were outstanding"

Creating Excellent Product Descriptions:
Guidance & Best Practice for Ecommerce

ETIM UK – Electrotechnical Sector

Class	Class Name	Type	Status
EC002400	Bend for cable tray	Name change	Approved
EC000191	Cable reel	Add features/values	Approved
EC000019	Co-axial cable	Add features/values	Approved
EC000018	Communication modules	Add features/values	Approved
EC003249	Data cable	Add features/values	Approved
EC000025	Dimmer	Add features/values	Approved
EC004637	Fibre flange gasket	Add features/values	Approved
EC002601	Flush mounting back boxes and housings	Add features/values; review name	Approved
EC004518	Fused connection unit	Add features/values	Approved
EC010550	Mirror	Add features/values	Approved
EC000498	Portable appliance tester	Add local features/values	Approved
EC001594	Programmable time switch	Add features/values; review name	Approved
EC000186	Shaver socket	Add features/values	Approved
EC000125	Socket outlet	Add features/values	Approved
EC001664	Socket switch clock	Name change	Approved
EC000297	Staircase lighting timer	Name change	Approved
EC000080	Surface mounted boxes for wiring devices	Add features/values; review name	Approved
EC001590	Switch	Add features/values	Approved
EC002713	Terminal box	Add features/values; review name	Approved
EC000330	Trailing socket	Add features/values	Approved
EC004781	Voltage indicator (low voltage)	New class	Approved

- Continued development of ETIM is central to our work

- Various UK- specific enhancements in ETIM 9.0

- Briefing meeting planned for Wiring Accessory manufacturers

- First set of guidance notes early 2023

EDA, ETIM UK & the Wider Industry

- Digital Construction Week 2022
  - Panel discussion: "The Golden Thread: the role of merchants, distributors, and wholesalers"
  - Followed by networking lunch
  - Back in 2023

- Representing the electrotechnical supply chain
  - CLC, GS1, CCPI, NIMA (UK BIM Alliance), BSi, CPA (Lexicon) etc.

We are witnessing a growing interest in ETIM, EDATA and EDATA data quality standards

EDA First Digitalisation Survey

Objective

- To gain a clear, accurate picture of the current state of digitalisation in the electrotechnical supply chain including current trends and stakeholder opinions.
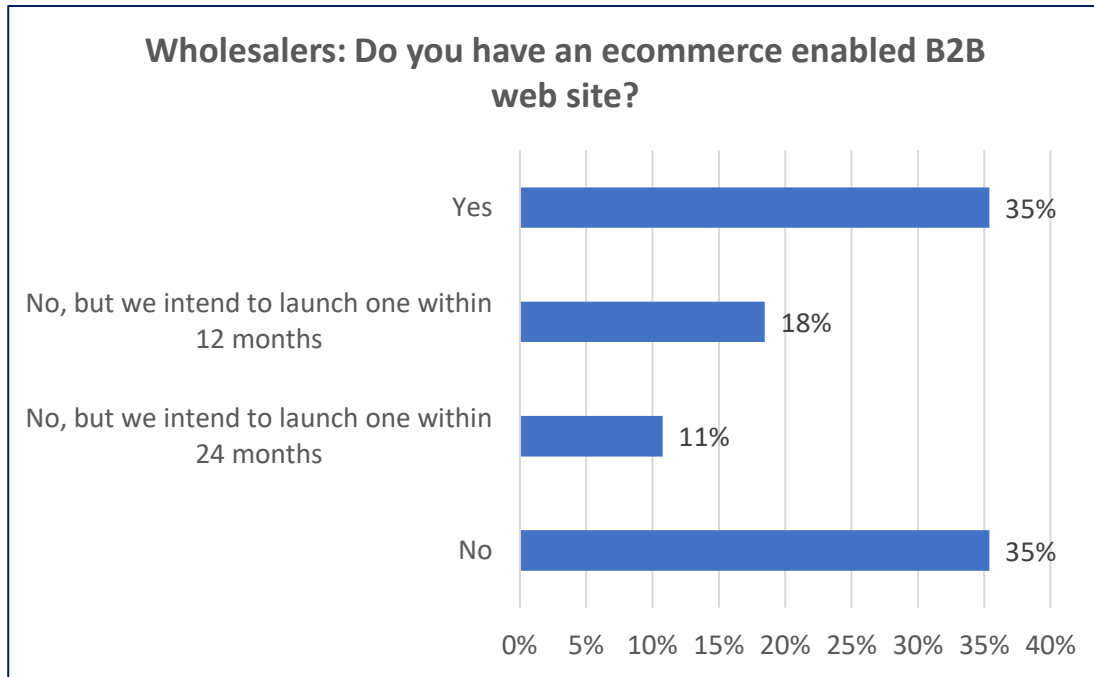
Methodology

- Questionnaires to all EDA wholesaler members and affiliated manufacturers.

- 66 wholesalers and 56 manufacturers responded.

- In depth telephone interviews - 10 wholesalers and 10 manufacturers.

- Independent agency - all responses anonymous.

Results

- Full results and analysis will be available to download from the EDA web site

Wholesalers – Digital Sales Channels

Wholesalers: Do you have an ecommerce enabled B2B web site?

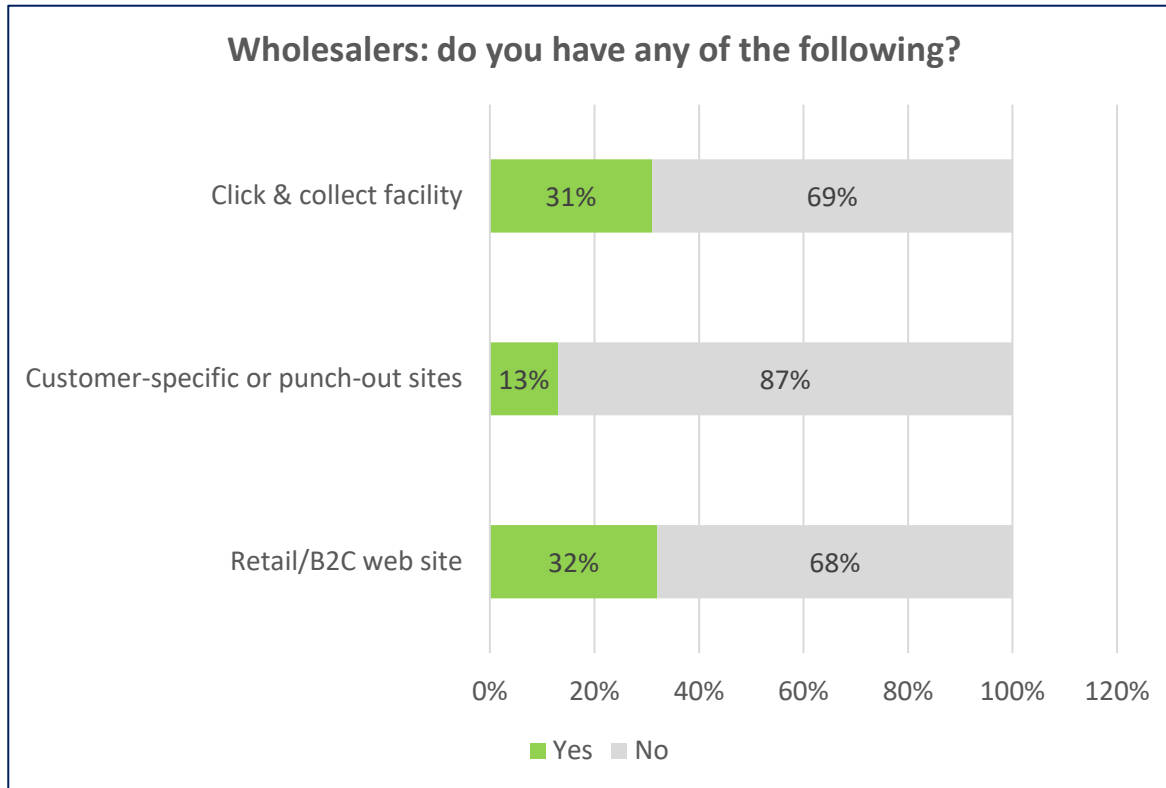| Response	Percentage
Yes	35%
No, but we intend to launch one within 12 months	18%
No, but we intend to launch one within 24 months	11%
No	35%

- 57% medium/large* wholesalers have an ecommerce enabled B2B web site

- 25% small wholesalers have an ecommerce enabled B2B web site

- 29% wholesalers intend to launch one within 12-24 months

* 6 or more branches

Wholesalers – Digital Sales Channels

Wholesalers: do you have any of the following?

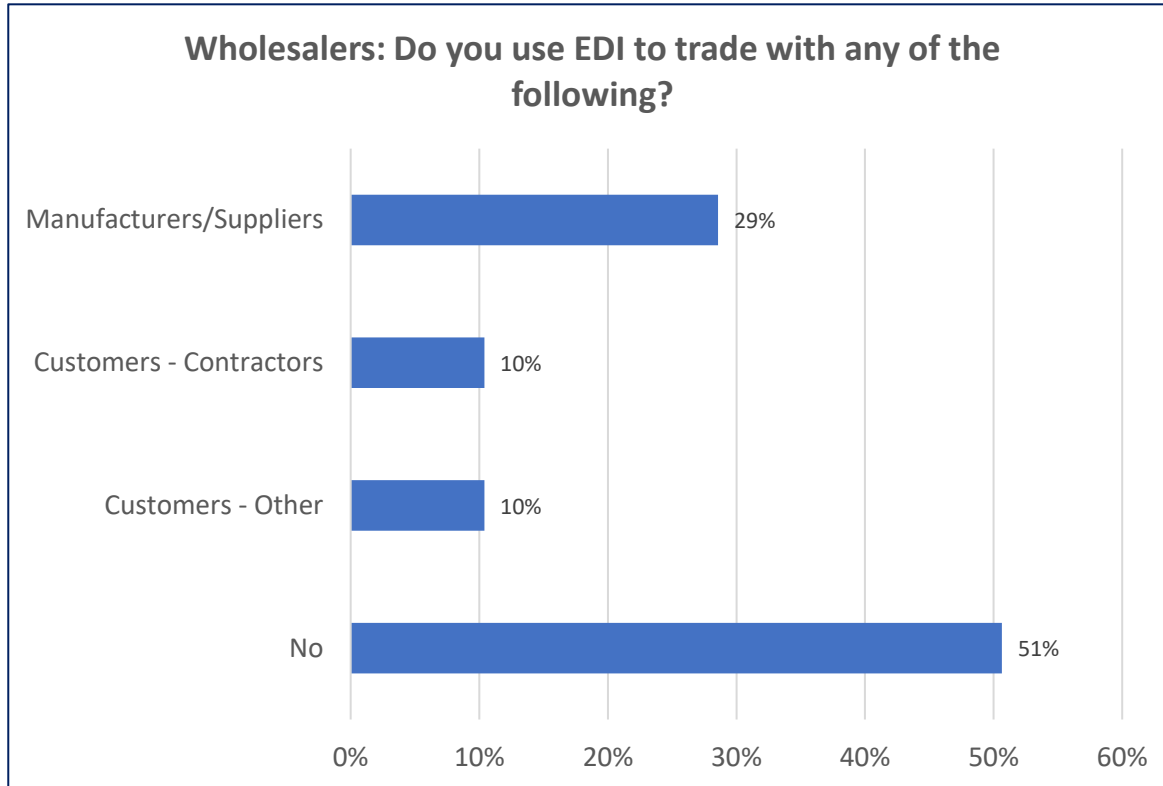| Category	Yes	No
Click & collect facility	31%	69%
Customer-specific or punch-out sites	13%	87%
Retail/B2C web site	32%	68%

Scale: 0% 20% 40% 60% 80% 100% 120%

Legend: ■ Yes ■ No

- 79% of wholesalers who offer click & collect also have an ecommerce B2B web site

- 26% of med/large wholesalers* but only 7% of small wholesalers offer customer-specific/punch-out sites

* 6 or more branches

Wholesalers - EDI

Wholesalers: Do you use EDI to trade with any of the following?

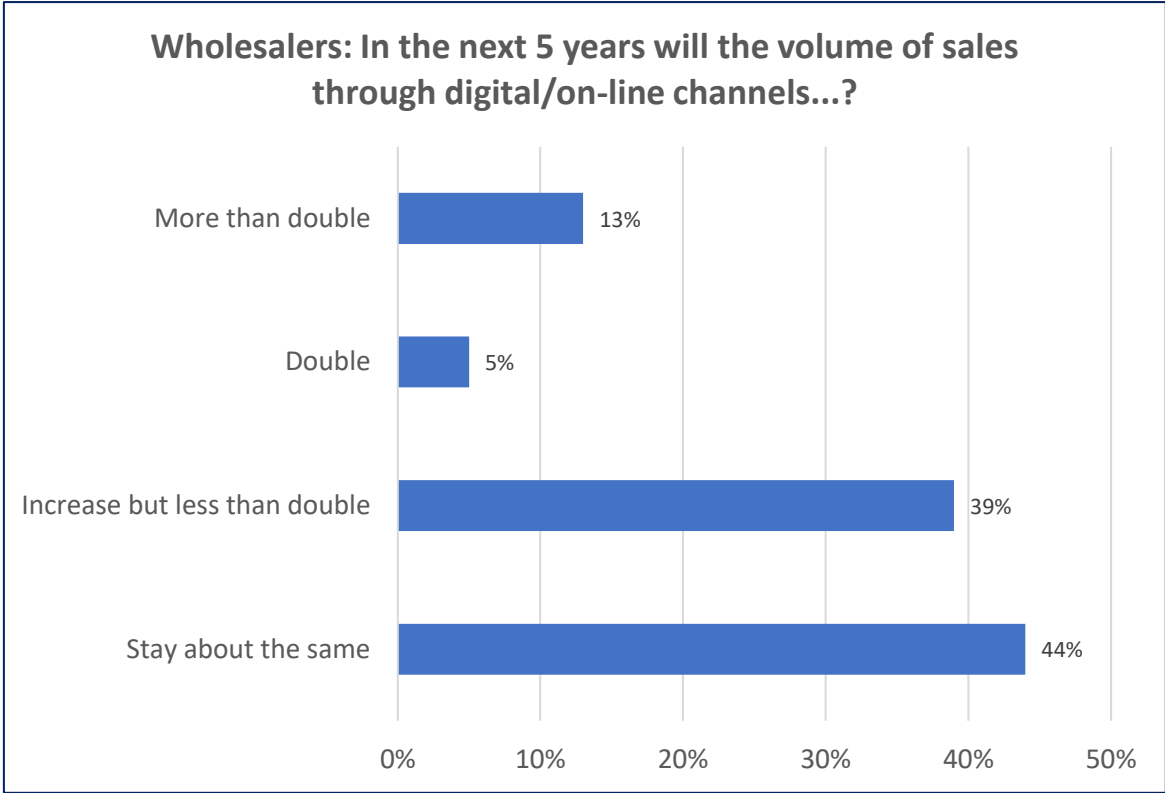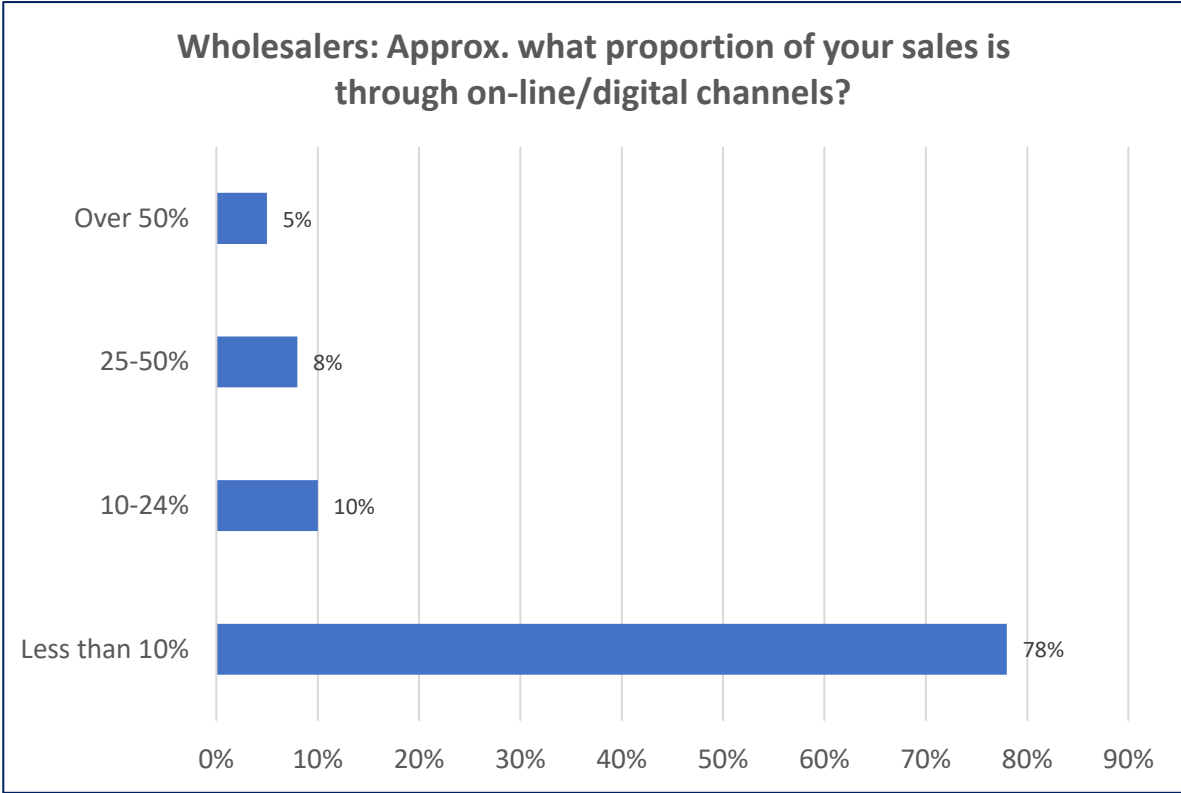| Category	Value
Manufacturers/Suppliers	29%
Customers - Contractors	10%
Customers - Other	10%
No	51%

- 80% of small wholesalers* do not use EDI at all

"As wholesalers we like to work with suppliers who have an automated service. If I have the choice of two suppliers, I will buy from the one with a B2B portal. It gives me accuracy - I can see all my pricing and availability of stock. The same is true for some of the customer base, especially the younger generation."

* 5 or less branches

Wholesalers – Sales Through Digital Channels

Wholesalers: Approx. what proportion of your sales is through on-line/digital channels?

Category	Percentage
Over 50%	5%
25-50%	8%
10-24%	10%
Less than 10%	78%

Wholesalers: In the next 5 years will the volume of sales through digital/on-line channels…?

Category	Percentage
More than double	13%
Double	5%
Increase but less than double	39%
Stay about the same	44%

Wholesalers – Sales Through Digital Channels

Wholesalers: Is there potential to increase customer service and competitiveness by automating the sales order process, perhaps allowing orders to be sent directly from customers' procurement systems [e.g., using punch-out or EDI]?

"100% yes. It's something we are striving towards at the moment. We have recently changed our ERP system and one of the main reasons for that was to get ourselves automated."

"Most of our customers are happy sending orders via email and over the phone. It is not something that our customers have asked us to do."

"We did wave goodbye to a very good customer because we haven't got a punch out site. The cost of setting it up was more than they spent with us in a year, so it was not economically feasible."

"Yes, but it depends on the who the customer is and if they have the systems at their end to do that."

ETIM Classification

Manufacturers: What proprtion of your products are ETIM classified?

100%	24%
Between 50% and 99%	32%
Less than 50%	18%
None	12%
Don't know	15%
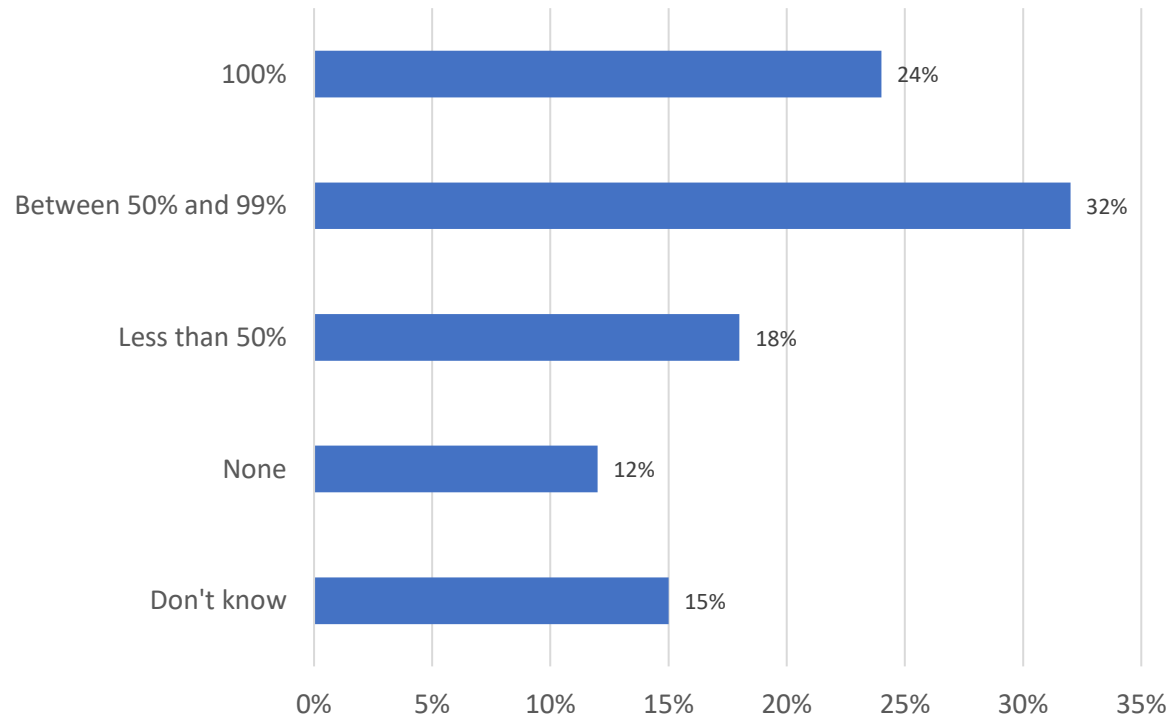
"I think the work around ETIM is crucial in creating an industry standard and awareness. I also think trade associations should provide resources and support to manufacturers and wholesalers to embrace the digitalisation of the industry where possible."

Drivers for Digitalisation

Respondents were asked to rank the most important <u>drivers</u> for digitalization in the electrotechnical supply chain

	Wholesalers
1	To improve customer service
2	Reducing order errors/returns
3	Presenting better quality information to my customers
4	Saving time because we no longer have to re-key product information into our systems
5	To reach new customers
6	Responding to changing customer expectations and behaviour – customers expect it

|	Manufacturers
1	To improve customer service
2	Presenting better quality information to my customers
3	Reducing order errors/returns
4	Saving time because we no longer have to re-key product information into our systems
5	Responding to changing customer expectations and behaviour – customers expect it
6	Cost savings

Obstacles to Digitalisation

Respondents were asked to rank the most important <u>obstacles</u> for digitalization in the electrotechnical supply chain

	Wholesalers
1	Cost
2	Cultural change
3	Different systems that don't talk to each other
4	Benefits are not understood
5	Difficulty obtaining good quality product data
6	Lack of know-how

	Manufacturers
1	Cultural change
2	Benefits are not understood
3	Lack of know-how
4	Difficulty obtaining good quality product data
5	Cost
6	Lack of customer demand

Wholesalers: Key Issues & Trends
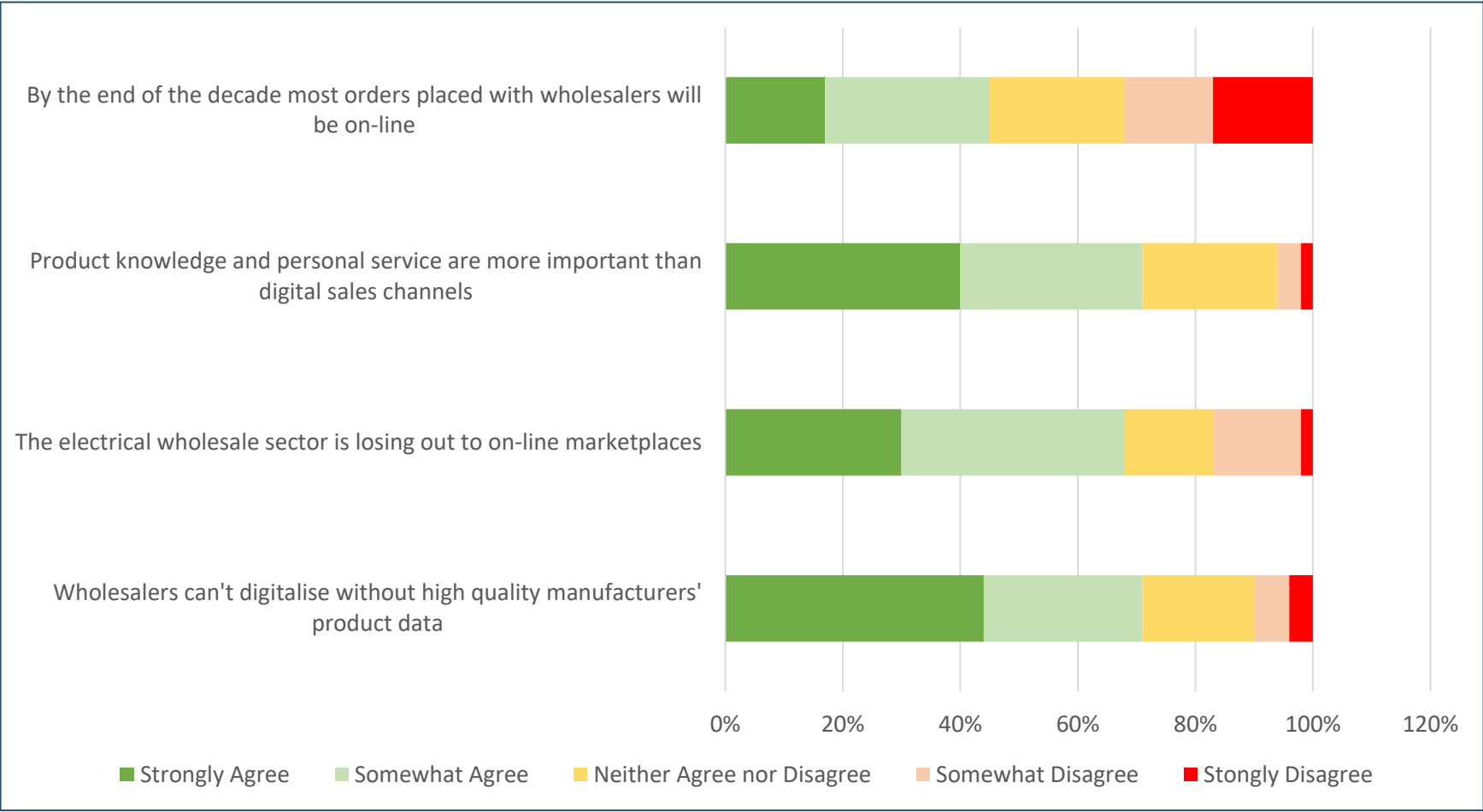
Wholesalers: Key Issues & Trends

Wholesalers: How can you harness your traditional skills of product knowledge and personal service to counter the threat from on-line marketplaces?

"Staff training so we are up to date technically with all the products and can offer the best service but also having an ecommerce website for the basic products. "

"We are trying to digitise some of the knowledge so we can offer product selectors to narrow down peoples' choices without them having to speak to someone from the sales team."

"We pride ourselves on our service, we train our staff very well, so they can offer a solution for our customers. For the complex products I don't think the online marketplaces can offer the same standard of service and knowledge."

A wholesaler should offer digital capabilities as an additional service to their current customers, not replace the traditional trade counters and one-to-one relationships. If a customer wants to come in and see someone to order, they can. But if they want to order online at 11pm at night they can do that too."

EDA First Digitalisation Survey

Future

- Repeat frequency to be confirmed
- Possibly expand scope to include contractors

Results

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