

4th EDA Digitalization Forum 2022

The Evolution of US Electrical Product Content Syndication to a Global Market

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America Square Conference Centre
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The Birth of an IDEA..1998



idea

Industry Data Exchange Association

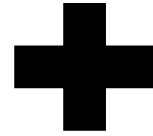
Need:

“A better way to directly connect trading partners and protect intellectual property in the Electrical channel”



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IDEA: Industry Created, Industry Owned



Original Mission:

To serve as a single source of authorized data for the electrical industry

Founded 1998



Updated Mission:

Assume a leadership position in facilitating the exchange of complete, high-quality, commercial grade transactional and eCommerce content, which includes serving as the electrical industry's standards body by setting, facilitating, and monitoring data standards



IDEA Board of Directors

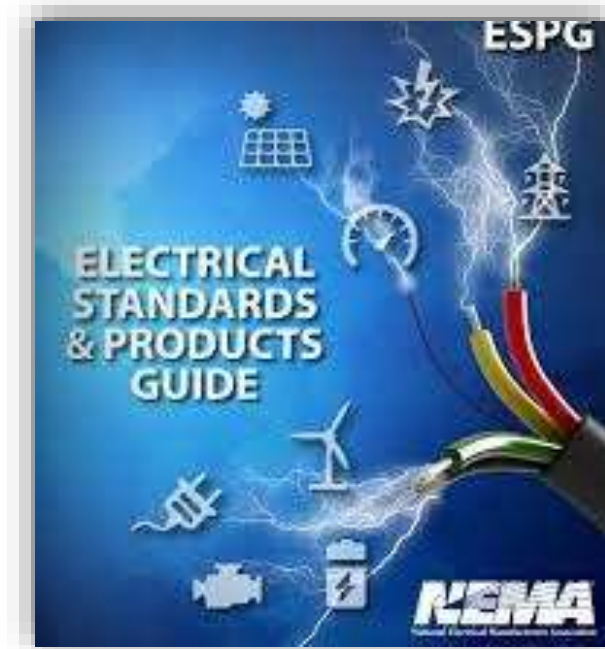


The Evolution of IDEA

- Early Years
- Growing Pains
- Evolution to Tech Company
- Global
- Today: *Extending the Value of the Data*

First Steps:

- 1998: Use Electrical Safety Standards Methodology to create Data Standards
- Form Data Sharing and Tech Partnerships to Launch Transactional Data Service
- 1999: Industry Data Warehouse (IDW) Created



TradeService[™]

EPICOR

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Early Years:

- 2002: MCI Partnership for Industry controlled EDI Network
- 2005: Acquired CERICOMX retail industry database
- 2006: Data Sharing with Trade Service (Trimble) Ends
- 2010: Enriched Content Demand Increased



Growing Pains

- IDW aging platform limited catalog content
- IDEA joins ETIM as North American Partner
- 2016: CERICOMX Divested
- IDEA Partners with Stibo Systems to replace IDW and Epicor
- 2018: Stibo project cancelled



Tech Partner to Tech Provider

- 2018: Enterworks (Precisely) Master Data Management System project
- Recruited and Hired First Staff Development Team
- 2020: IDEA Connector Launched - Master Data Management System




Global Entry:

- 2021: Won Bid to Supply Global Syndication Pilot from Rockwell
- 2022: Won Multi-Year Exclusive Global Syndication Service Contract
- Implemented and Trained 160+ International Distributors – *every continent except Antarctica*



Today:

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EXCHANGESM
Electronic Data Interchange (EDI)

- Continue to offer a competitive, cost-efficient VAN to support the electrical industry
- Enhance service offering by adding in-house & outsourced managed services, and/or professional data services
- Evaluate & select VAN partners

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CONNECTORSM
Master Data Management Platform (MDM)

- Serve as the Standards Body for the Electrical Industry
- Make it easier for Manufacturers to Load & Syndicate Product Content and Distributors to Extract and Utilize Product Content
- Improve & Increase the Quality / Value / Quantity of all IDEA Connector Product Content
- Develop and Implement a Meaningful, Quality Report / Dashboard for our Customers

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STANDARDS

Enhanced MDM Capabilities



IDEA launched new *Connector* platform (MDM) in April 2020

- Facilitates more rapid information exchange between trading partners
- Creates a next-generation digital product experience
- Supports the significant growth of eCommerce sales in the electrical distribution channel

New Features

- Unlimited attributes and supports 360-degree images
- Unlimited digital assets, including video
- CAD drawings
- Specification sheets
- Application-programming-interface (API) and micro-service compatible

Additional Capabilities

- Powerful extract mapping platform
- Data compatibility for various formats, including XML, EDI, CSV, and Excel
- Full translation capability and multi-tenant architecture – supports product information management (PIM) mapped to and from *IDEA Connector*

Partner PIM (*Product Information Management*)

Size and Scope by the numbers



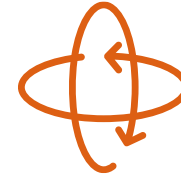
3M+

Electrical Products



220K+

Videos



58K+

360 Degree Images



3.8M+

Images



5 Billion

Product Attributes
downloaded annually



2M

Average Weekly
Updates Processed

Manufacturer and Distributor Users

 sonepar


GraybaR.

 REXEL

 WESCO[®]

Schneider
Electric

ABB

EATON

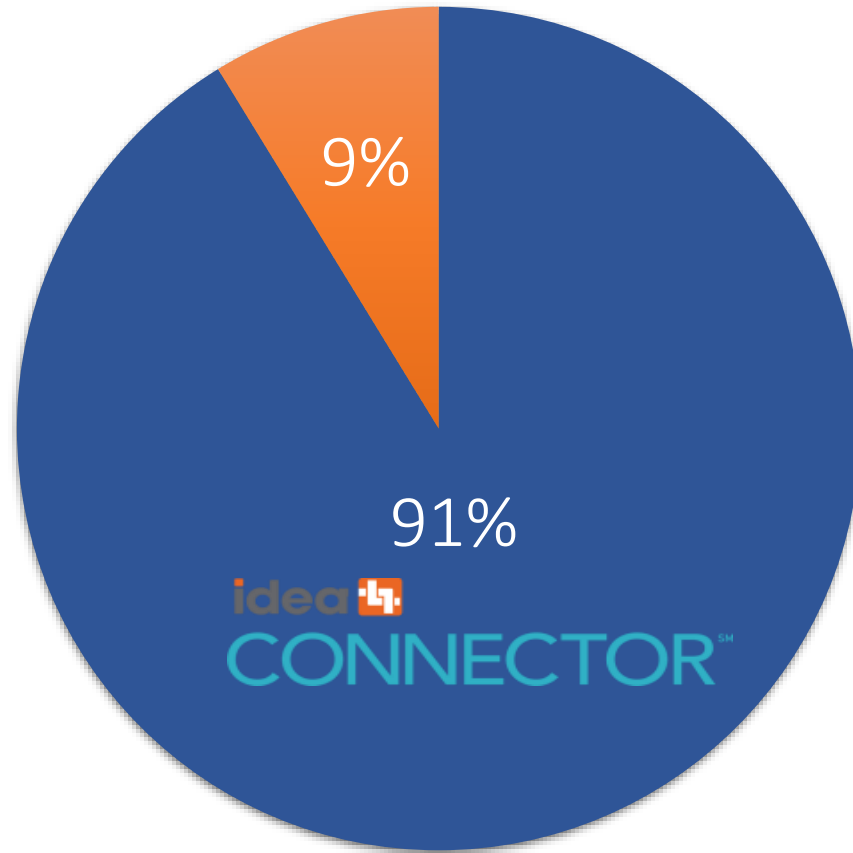
Rockwell
Automation

SIEMENS

% of NAED Distributor Dollar Sales Today

NAED Distributor
Member Subscriptions

*US Market Annual
Turnover thru Distribution:
72 Billion Dollars*

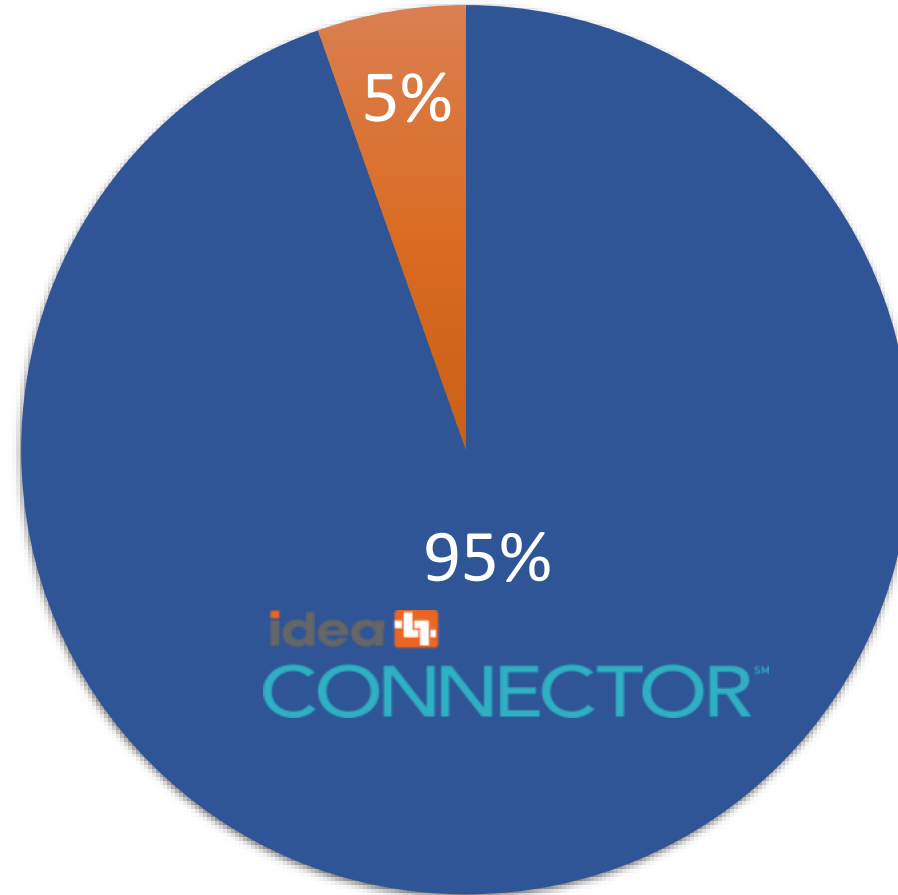


■ Subscribing

■ Do not Subscribe

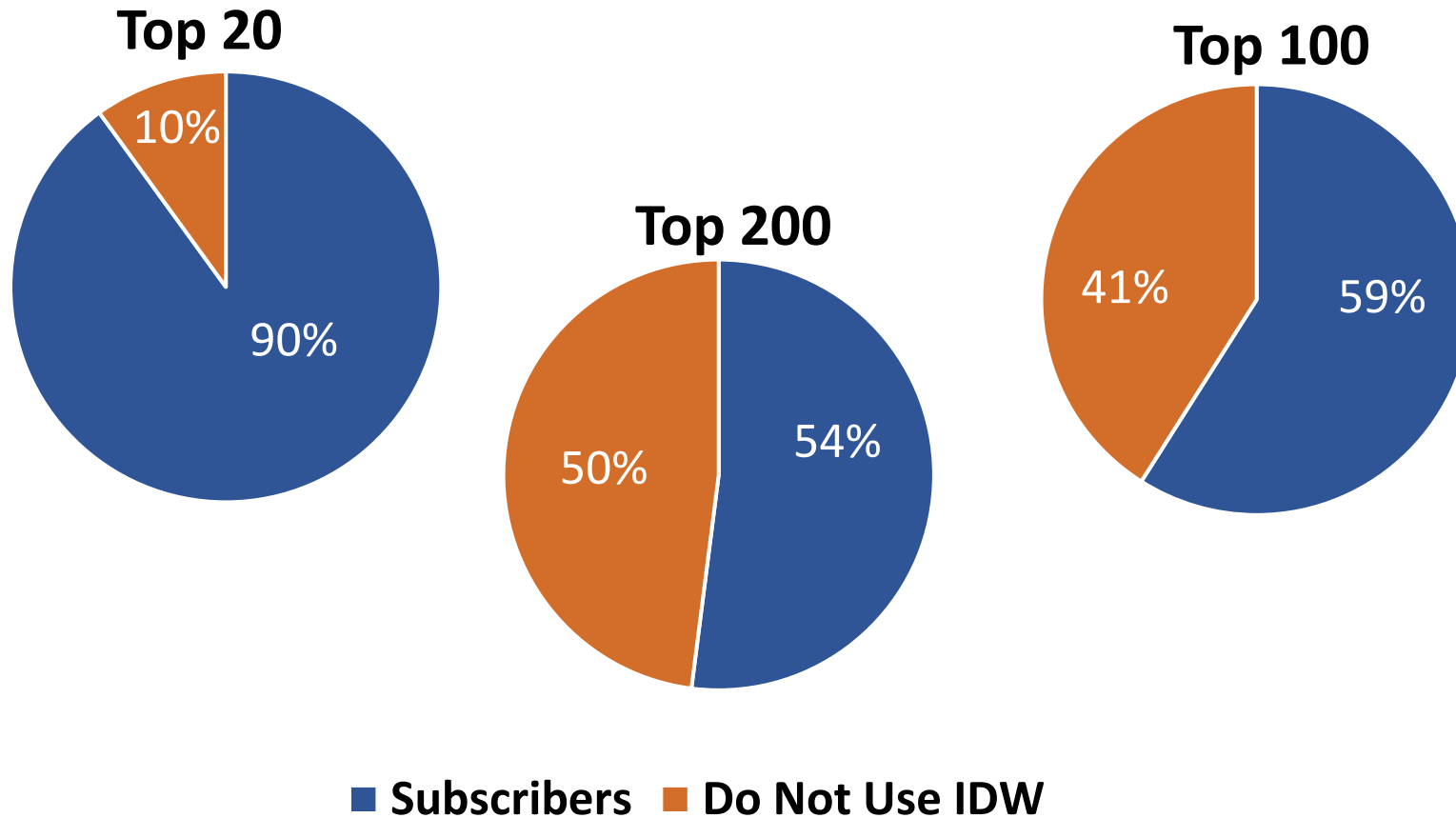
% of NAED Manufacturer Accounts \$ Basis

NAED
Manufacturers



■ Subscribing ■ Not Subscribing

IDEA Connector Usage *Top 200 Electrical Distributors*





98%

Retention Rate

SATISFIED CUSTOMERS

IDEA Connector gives us the ability to easily find the information needed and show it to our customer on-the-spot. The ease of sharing accurate information with a customer to help them make informed decisions provides a huge advantage for our sales team, particularly if we're trying to recommend a product substitute or take the lead over competitors.

Lara Mc Bride, Van Meter

IDEA Exchange is an integral component of our EDI business.

We can count on it to handle the high volume of transactions we process each day for both of our organizations. The LENS tool and technical support are valuable assets.

- Allen Harris, Director of EDI – Shared Services Team
McNaughton-McKay Electric Company & The Reynolds Company

IDEA's New Services & Initiatives

Extending the Value of Data:



- **Improve Depth, Breadth and Quality**
- **Improve Channel Efficiency**
- **Increase Services for Users**
- **Evaluate Tech Partnerships**

IDEA will continue to make additional investments in technology and the industry's top talent

Strategic New Services

- 1 **Volumetrics and Imaging**
- 2 **Product Content Digital Auditing Scorecard**
- 3 **X-Ref: Key Word, Associated Products**
- 4 Industry Rebate Platform - Enable
- 5 Industry Portal – Manufacturer Order Status

Development Roadmap

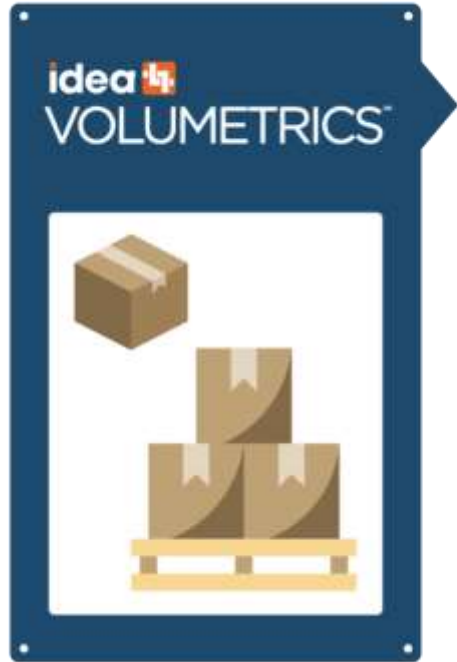
1 Bundled eComm Platform, Content and PIM

2 Building Information Modeling - BIM

3 Sustainability and Corporate Responsibility

4 Harmonized Data Model - HDM

Volumetrics and 360 Imaging



AVALON csc



Product Content Digital Auditing Scorecard

Providing manufacturers, distributors, and partners – fully automated, on-demand visibility into the status and quality of their product page content

The image displays a screenshot of a digital auditing scorecard interface for Rexel products. The main window shows a table of products with columns for 'Health Score', 'Title Score', 'Title (alt)', 'Description Score', 'Description (H/W)', 'Status Score', 'Status (H)', 'Image Score', and 'Image (H)'. Each cell contains a numerical score and a corresponding color-coded indicator (red, yellow, or green).

Health Score	Title Score	Title (alt)	Description Score	Description (H/W)	Status Score	Status (H)	Image Score	Image (H)
3.8	4.8	135	3.8	178	4.8	4	4.8	4
3.9	4.8	143	4.8	168	3.8	3	4.8	4
3.9	5.8	75	3.8	112	3.8	4	3.8	3
3.7	5.8	87	1.8	112	1.8	3	3.8	3
3.8	5.8	90	1.8	81	1.8	3	4.8	4
3.7	5.8	90	1.8	140	3.8	3	4.8	4
3.1	4.8	165	1.8	118	1.8	3	3.8	3
3.7	4.8	119	5.8	1100	4.8	7	3.8	3
3.9	4.8	104	3.8	317	3.8	4	3.8	3
1.8	3.8	87	3.8	411	3.8	3	3.8	3
1.8	3.8	90	3.8	348	3.8	3	3.8	3
1.8	3.8	90	3.8	401	3.8	3	3.8	3
1.8	4.8	90	1.8	381	3.8	3	3.8	3

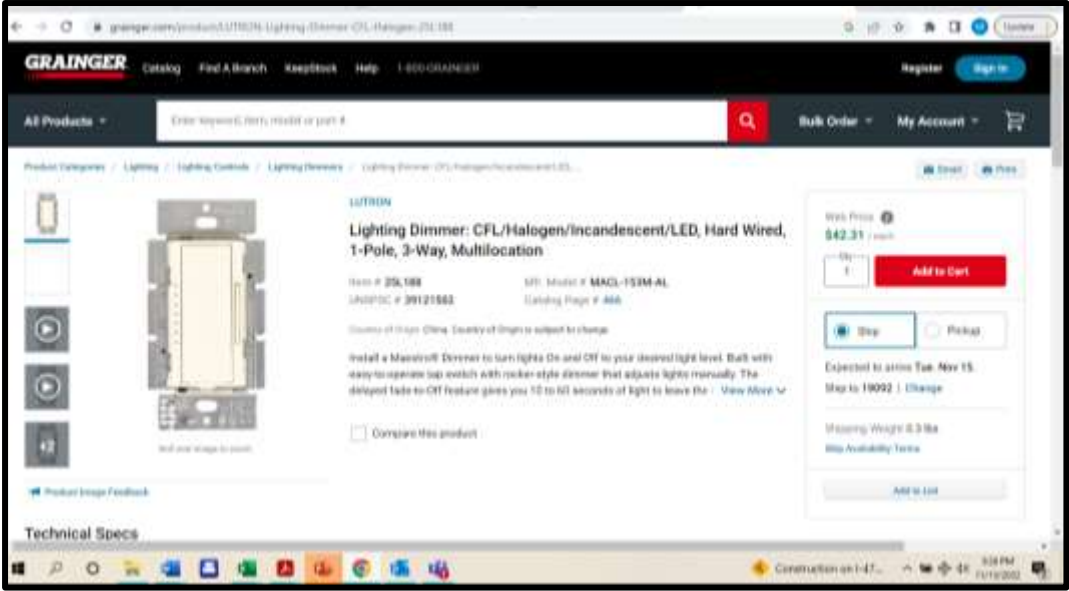
The interface also includes a sidebar with navigation options like 'Locations', 'Quick Order', and 'Brands'. Below the table, there are sections for 'Define Results | 1012 products' and '22MM Pushbuttons', showing product details, prices, and availability.

X-Ref: Key Word, Associated Products

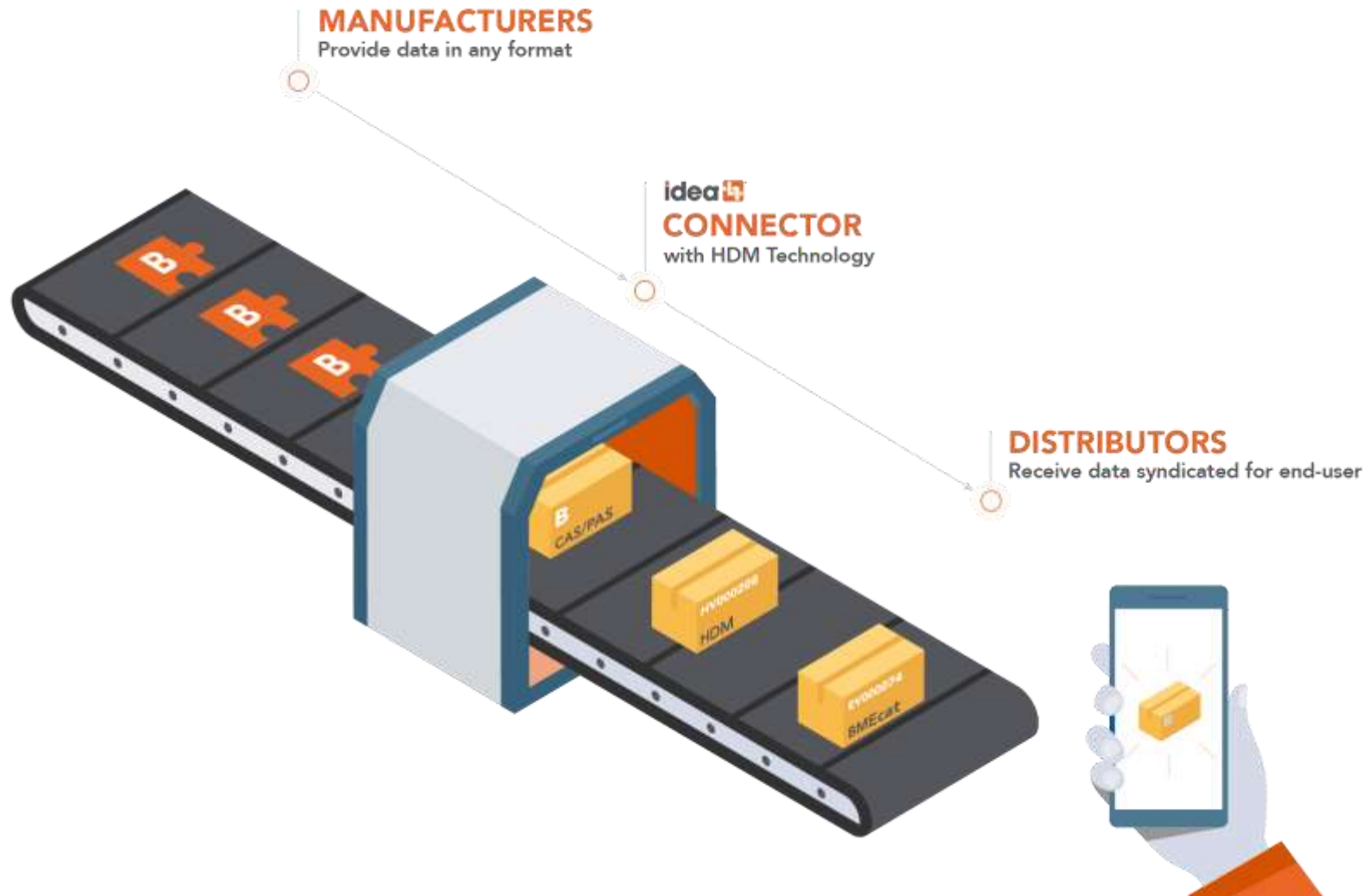


Category	Definition
Accessories	Products that can be sold to make the core product more useful, versatile, or attractive
Supersessions	Obsolete parts tied to new parts
Obsoletes	Products no longer made, that do not have a replacement
Upgrades	Good/Better/Best and upgrade relationships
Repair Parts	Repair or replacement parts for a product
Related Products	Products that are usually sold together
Similar Products	Products within a group that have more 1 or more variants that have the same function
Cross References	Fit, Form, Function equivalents made by different MFR's
Keywords	Word/Phrase to enhance searchability of a product

Bundled eComm Platform: Content, Spec. Sheets and PIM



Harmonized Data Model



Questions and Discussion

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