

# Manufacturers: Introducing EDATA Creator

- the key to getting your product information EDATA-ready and in front of wholesalers



*EDATA features these data sets, with more to come*

You know you need your product data in the EDATA data pool (because every EDA Wholesaler has FREE access) but the thought of creating and managing it in spreadsheets is just too daunting. Perhaps you're not ready to commit to a full Product Information Management (PIM) system, or the system you have doesn't handle ETIM classifications.

EDATA Creator, part of the EDATA data pool, offers a range of PIM functionality without the need to commit to a full PIM. You manage your products' master data and ETIM attributes in one location where it can be developed and enriched, safe in the knowledge that its structure is a perfect fit with the EDATA data pool.

If you decide to upgrade to a full PIM you'll have a massive head start. Plus, when you're ready to turn your product data live in EDATA, that's really easy because the systems are fully integrated.

EDATA Creator is available at no extra cost when you subscribe to the EDATA data pool – it's all part of the package and includes full training and technical support.

**EDATA Creator is the key to unlocking product data's potential to drive sales:**

- 1 You want the benefits of the EDATA data pool, but the thought of creating and managing product data in spreadsheets is just too daunting.
- 2 You're not ready for the commitment to a full Product Information Management (PIM) system.
- 3 Your current PIM system doesn't handle ETIM classifications.

- ✓ No additional cost to use EDATA Creator when you register as an EDATA subscriber (preferential rates for EDA Affiliate Manufacturers)
- ✓ Cloud-based for easy access
- ✓ Simple workflow to manage your data and upload to EDATA
- ✓ ETIM-enabled: this means you can create the essential ETIM data that describes a product's technical performance.
- ✓ Full training and support package



MEMBER

## As an EDATA manufacturer 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
- Access to EDATA Creator and its Product Information Management (PIM) functionality at no extra cost. Perfect for manufacturers with no in-house PIM or where the PIM doesn't handle ETIM classifications.
- 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

Access to EDATA is entirely FREE for EDA Wholesalers and Branches, meaning maximum visibility for your products, including:

- Live Product Data Sheets
- Product images
- Web and marketing descriptions
- Product technical specifications
- And more...

Scan the QR code to see the leading brands in EDATA



To find out more contact:

**Billy Overall**

Digitalisation Marketing Manager

Direct Dial: 020 3141 7352

Email: [billy.overall@eda.org.uk](mailto:billy.overall@eda.org.uk)

Switchboard: 020 3141 7350

Fax: 020 7602 0613

