

Selling the EDATA data pool

electrium



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EDATA: the 'by the industry for the industry' data pool

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EDATA: A data pool for manufacturers to share product information, including images, with wholesalers and distributors

EDATA is an industry-owned resource of high quality, e-commerce-friendly, manufacturers' product data for Electrical Wholesalers to use in their web sites and digital business processes.

1. Includes manufacturers' master data, digital assets and technical data classified according to the international ETIM standard.
2. Product data is owned and managed by the manufacturers, enabling it to be tracked back to a credible source.
3. Data is independently monitored for quality, best practice and conformance with data standards.

Membership of EDATA is open to both EDA Affiliate Manufacturers and non-Affiliates alike.

EDATA is a not-for-profit enterprise, with costs and benefits shared by all who subscribe. Manufacturers and wholesalers make a fair contribution to cover its management and development costs.

EDATA is free for EDA Wholesalers
Click to register or call 020 3141 7350



EDATA data pool wins Innovation of the Year at 2024 Trade Association Awards



Manufacturers: to find out more about joining EDATA contact Billy Overall, Digitalisation Marketing Manager on 020 3141 7352



Manufacturers: are you in EDATA?



Manufacturers: EDATA also offers Product Information Management (PIM) features via EDATA



Search, find, and sell: inside the user-friendly EDATA data pool is the high quality product information and images that your business needs to make that sale

EDATA, created 'by the industry for the industry', saves wholesalers time and effort; no more phoning around manufacturers to track down the product information you need.



Launched in 2020 EDATA is run and managed by the Electrical Distributors' Association in partnership with a Steering Group of real wholesalers guiding the development. Free access to wholesalers is made possible to the support of the data pool.

EDATA is free to EDA Wholesalers thanks to the

Central hub of product data access anywhere

Mobile, lap top or desk top: access information and images from 100s of thousands of SKUs, of clicks away.

Free access for EDA Wholesalers unlimited log ins for you and your team

Webinars and support to help you make the most from EDATA

High quality product data and 50+ leading brands (and counting)

Live Product Data Sheets - in PDF format - created on demand

Share with customers at the point of sale

Include in Operation & Maintenance packs

Search filters help you find the brand, product family and range

Data Quality Dashboard shows rich and up-to-date manufacturer data

Option to download product images in bulk for a variety of use in business systems such as e-commerce, click and collect, invoicing, and ERP systems

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.

Manufacturers control which wholesalers can download their product data

Manufacturer membership of EDATA is by annual subscription (1 Jan - 31 Dec or pro rata). EDA affiliates benefit from preferential subscription rates.

Getting your products in front of wholesalers

Every EDA wholesaler has free access to EDATA, where they can download product data in bulk and access Live Product Data Sheets to share with customers at the trade counter, include in quotes / tender documents / submittals, and Operation & Maintenance packs.

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Manufacturers: Are you in EDATA?

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

EDATA: the data pool for the UK's electrotechnical supply chain

Product data is a manufacturer's silent sales team and it is worth its weight in gold to the supply chain.

It can, however, be a challenge for businesses to develop and enrich it, and always keep wholesalers supplied with the latest version.

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HOW YOUR PRODUCT DATA FLOWS THROUGH EDATA TO THE WHOLESALE



By us and for us.....

← ↻ 🏠 🔒 <https://www.edata.org.uk/en/login>



Wholesalers



Chair: Edgar Aponte
CEO
Baxel UK Ltd



Richard Baxter
Director of Systems & Procedures
Edmundson Electrical Ltd



Mark Ashworth
Director
ABM Electrical Wholesale Ltd



To Be Confirmed



Manufacturers



Sean Jordan
UK&I Data & Commercial Analytics
Director
Schneider Electric Ltd



Ian Hunter
Head of Sales & Marketing
Electrium Sales Ltd (A Siemens
Company)



Andrew Pegrum
Senior Technical Manager
Deta Electrical Company Ltd



Michael Wright
Product Development Manager
Aico Ltd

[reset password](#)

[log in](#)

Access to EDATA is subject to our [Terms & Conditions of Use](#)

EDA



Margaret Fitzsimons
CEO



Richard Appleton
Head of Digitalisation



EDATA: Do we care enough?





- It has come a long way in a short space of time
- It isn't happening quickly enough
- All EDA Member Wholesalers & Affiliate Manufacturers need to get behind it and commit
- ALL EDA Affiliates need to support it
- All new affiliates need to demonstrate they have the required collateral to be part of it
- We need to get behind it and maximise its potential

Digitalisation: an unstoppable force

Since 2016, the EDA has been on a mission to facilitate digitalisation of the UK electro-technical sector bringing tangible benefits for all members of the value chain. The EDA is working with industry stakeholders to ensure readily-available, accurate, consistent, high quality product data that will enable e-commerce and improve customer experience.

Two main pillars of the EDA's digitalisation strategy are:

1. **ETIM**, the global industry standard for technical product data, and
2. **EDATA**, the new 'by the industry for the industry' product data pool. Find out more and meet the talented team driving this initiative below.

 EDA Data Services	 EDATA - the Data Pool	 ETIM UK Ltd	 Data News & Resources
Meet the team - Richard, Javier and Kiera - the Board and the Steering Group. Plus find out more about our work.	A single source of e-commerce friendly, high quality product data benefiting manufacturers, wholesalers and B2B buyers.	The international product data model that reduces costs and improves 'findability' for B2B e-commerce customers.	Free resources to download, plus latest data news items to keep you in the know.
Introducing EDA Data Services	EDATA: the 'by the industry for the industry' data pool	Introducing ETIM	Data News & Resources

<https://www.eda.org.uk/etim-edata/etim-in-the-uk/>

What's in it for us all.....



- Downloadable datasheets in a consistent format: Compares apples with apples (or lamps with lamps!)
- Free access for every EDA Member Wholesaler & Branches
- Planned areas to focus on/highlight sustainable & environmental credentials
- An industry leading & complete data pool **exclusive (and FREE)** to EDA Wholesalers to promote to & provide support to your customers

Sustainable filters.....

- Imagine if your staff wanted to find a flexible, reconfigurable consumer unit from a carbon neutral supplier offering waste reduction process and CSR initiatives.
- Imagine if you could log onto a portal and obtain that information in a like for like format from all those who could meet the criteria.
- If we all commit to developing EDATA to its true capability we can have that information for our industry and for our benefit.



Promoting The Portal



- All EDATA Sponsors and Affiliate members should to commit to promoting EDATA and supporting the use of it as their primary source of data via a consistent presentation (to be created by the EDATA team).
- EDA Members and Affiliate Company websites should promote EDATA and provide a link to the portal
- Should we provide contractor access?

Exclusivity

- EDATA is only available to EDA Member Wholesalers – and it's FREE!
- EDATA is open to EDA Affiliates (at a preferential rate) and to other manufacturers operating in this sector
- EDATA was created by the EDA for the benefit of the electrical industry and is exclusively available within this channel.
- EDATA offers Professional Product Data for the professional market.



Get involved

- The EDATA team is here today and can demonstrate the EDATA Data Pool
- **Wholesalers**
 - claim your free access to EDATA today – it can be set up in minutes
- **Manufacturers:**
 - Talk to the EDA team today about joining
 - If you're already in EDATA, ask for a log in so you can see what your wholesaler customers see



Richard
Head of Digitalisation



Javier
Data and Onboarding
Manager



Brigitte
Customer Success
Manager



Billy
Digitalisation Marketing
Manager

We are at a tipping point.....

