

Give your trading partners the data that sells.

The importance of marketing your products in IDW

BENEFITS OF PROVIDING MARKETING DATA TO IDW:

- ▲ Clearly describe your products to your customers and consumers
- ▲ Differentiate your products and gain a competitive edge
- ▲ Save time and money by mass-publishing your marketing data in one location

Enhance sales by clearly describing products to your customers and consumers. Providing marketing data to the Data Synchronization Platform's Industry Data Warehouse (IDW) will help your trading partners to easily find, recommend and purchase the right product for *their* customers - the consumers.

Achieve ultimate data sophistication.

There's more to marketing products than core transactional product data such as catalog number and price. Marketing includes information that describes and differentiates a product based on unique features and benefits. IDEA categorizes marketing data in two tiers - extended and catalog data. Extended data describes products with attributes that help your customers find your products; for example, packaging information and short descriptions. Catalog data dives into greater detail with product attributes that help sell your product. These can be images, technical spec sheets and long descriptions. Your trading partners depend on IDW for this marketing data and use it to make important buying and selling decisions.

The information in IDW is used to find products through keyword and drill-down category searches from your trading partners' Enterprise Resource Planning (ERP) system. The descriptive data helps them decide which product to recommend and buy for their customers. You sell more products and experience fewer returns when you provide more data to IDW.

Differentiate your products and gain a competitive edge.

Your trading partners have an endless amount of information at their fingertips thanks to the power of web and mobile devices. They buy products from multiple suppliers and don't have the time or resources to search in various locations to make buying decisions for their customers. That's why they use IDW to quickly compare and select products. **Bottom line: If the descriptive information they need to make a buying decision is more than a click away, they can easily purchase from a competitor.**

More importantly, your trading partners need marketing data to enhance their selling efforts to consumers. Extended and catalog data are essential for selling your products via print catalogs, eCatalogs, web storefronts and inside sales resources. Marketing data expands the sales opportunity both in-store and electronically.

Save time and money by mass-publishing your marketing data in one location.

Throw away all of the old time-consuming and cumbersome methods of providing marketing data. IDW reduces the cost and effort of distributing this descriptive data in other formats such as CD, diskette, email, paper and web. With IDW, all of your trading partners can access your latest product data in one location. Frequently providing extended and catalog data to IDW is the most cost-effective way to market your products - you reach the entire distribution channel in one step!

Raise your level of competitiveness with sales-ready products in IDW.

Visit www.idea-esolutions.com or call 866.479.0484 today to share the valuable data that sells.

“Our data sophistication must increase as the next generation who grew up with information at their fingertips enters the workforce. Our ultimate goal is to improve the customer experience and match the right product to the right customer at the counter and on the web. We need more than basic transactional data to keep our competitive edge in this new generation.”

Ron Schlader.

VP, Operations & Quality
Crescent Electric Supply Co.

“It is the manufacturer's responsibility to ensure their product data is accurate, current and does not become a commodity in the eyes of our customer. Synchronizing marketing data through IDW will improve the time-to-market and cost saving benefits that manufacturers already experience with transactional data.”

Phil Barrios

Sr. Director, Corporate Marketing & eBusiness
Hubbell, Inc.

ABOUT IDEA

IDEA's comprehensive eCommerce portfolio includes solutions that maximize supply network efficiencies no matter your company's size or industry, allowing you to conduct business electronically with your suppliers, customers and strategic partners.

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