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#EFCSupplyChain

Introducing Electro-Federation Canada's

2019 Supply Chain Conference

Shorter | Faster | Smarter

November 25-26, 2019

Pearson Convention Center - Toronto

ELECTRO
FEDERATION
CANADA **EFC**

Industry Data Warehouse IDEA ConnectorSM



Yesterday

A discussion on why the change from the IDW, what we have kept, and how we will transition



Today

Simply, what's new



Tomorrow

What does electronic commerce look like for the foreseeable future?

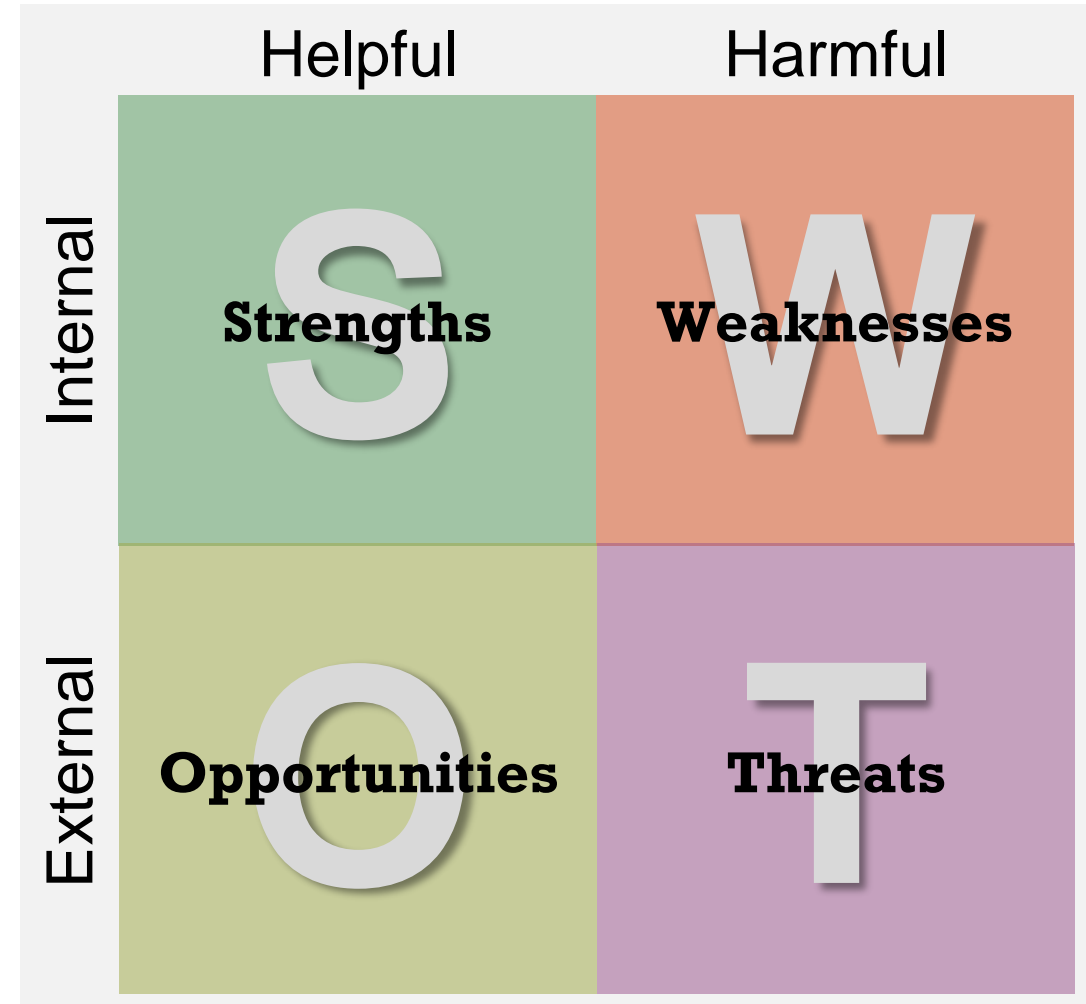
Recall From Yesterday...

Use your DIGITAL STRATEGY

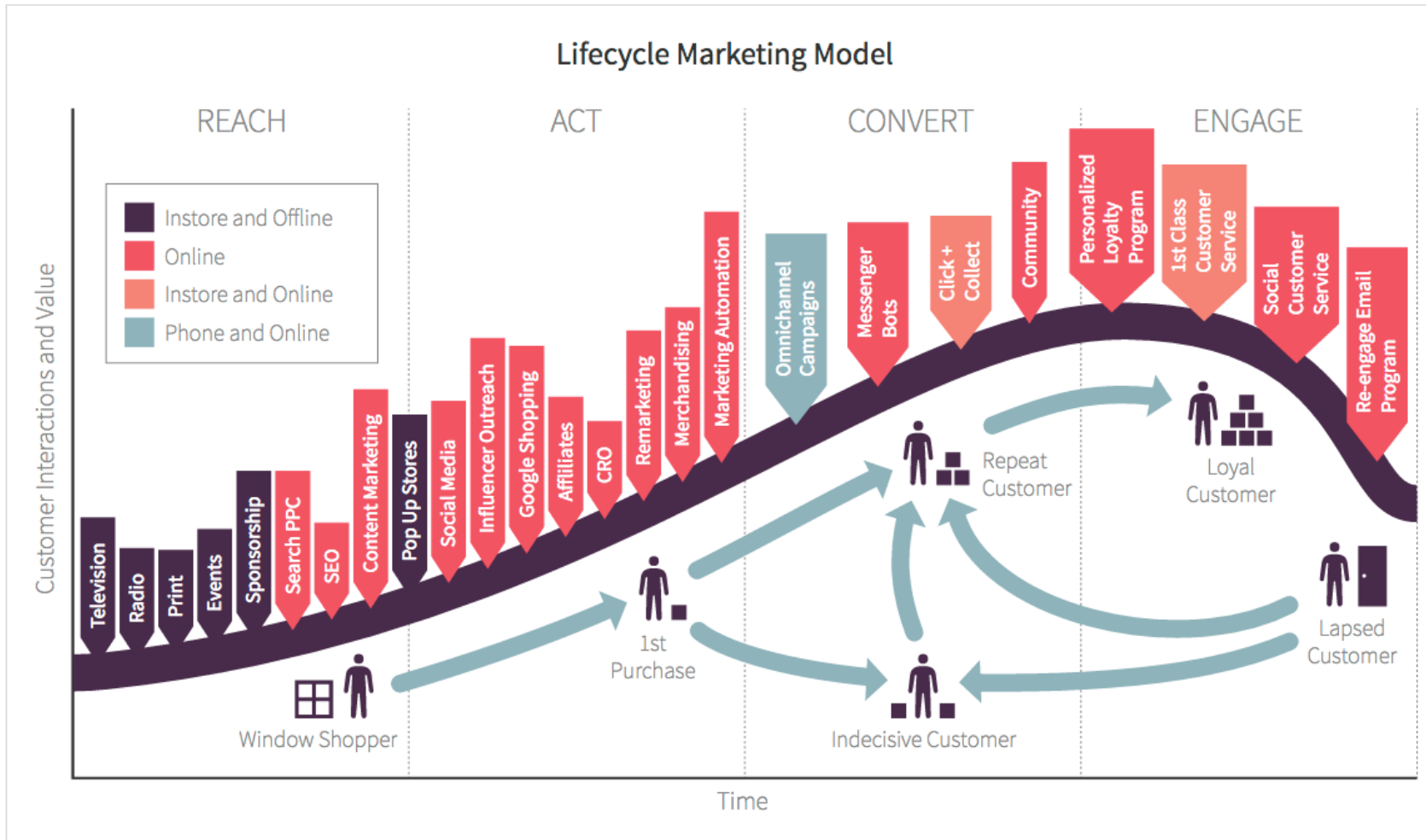
to leverage a STRENGTH
of your business

to create a COMPELLING
SOLUTION

to a customer PROBLEM



Customer Lifecycle Perspective



Reach
Act
Convert
Engage

<p>Product content is useless until it is incorporated into a piece of software</p>	<p>Software providers don't want to chase after content</p>
<p>Manufacturers want to deal with the fewest number of content providers possible, and authorizations are paramount</p>	<p>Distributors want to subscribe to the fewest number of content services possible</p>
<p>Manufacturers want their data to pass to their channel partners unaltered</p>	<p>Distributors want complete and accurate data in a consistent form and format that has high compatibility with their internal systems</p>
<p>Not all data is equal in terms of completeness and quality while the notion of "data enrichment" may have a unique definition for each recipient</p>	<p>Normalized data is good for Distributors if it doesn't lead to commoditization for Manufacturers</p>
<p>Manufacturers don't want to fret over maintaining product data based on a multitude of competing data standards preferring a solution that seeks to either harmonize or map between them</p>	<p>Distributors are more likely to be standards agnostic instead wanting to get complete high-quality data in a consistent, digestible format regardless of the standard on which it is based</p>

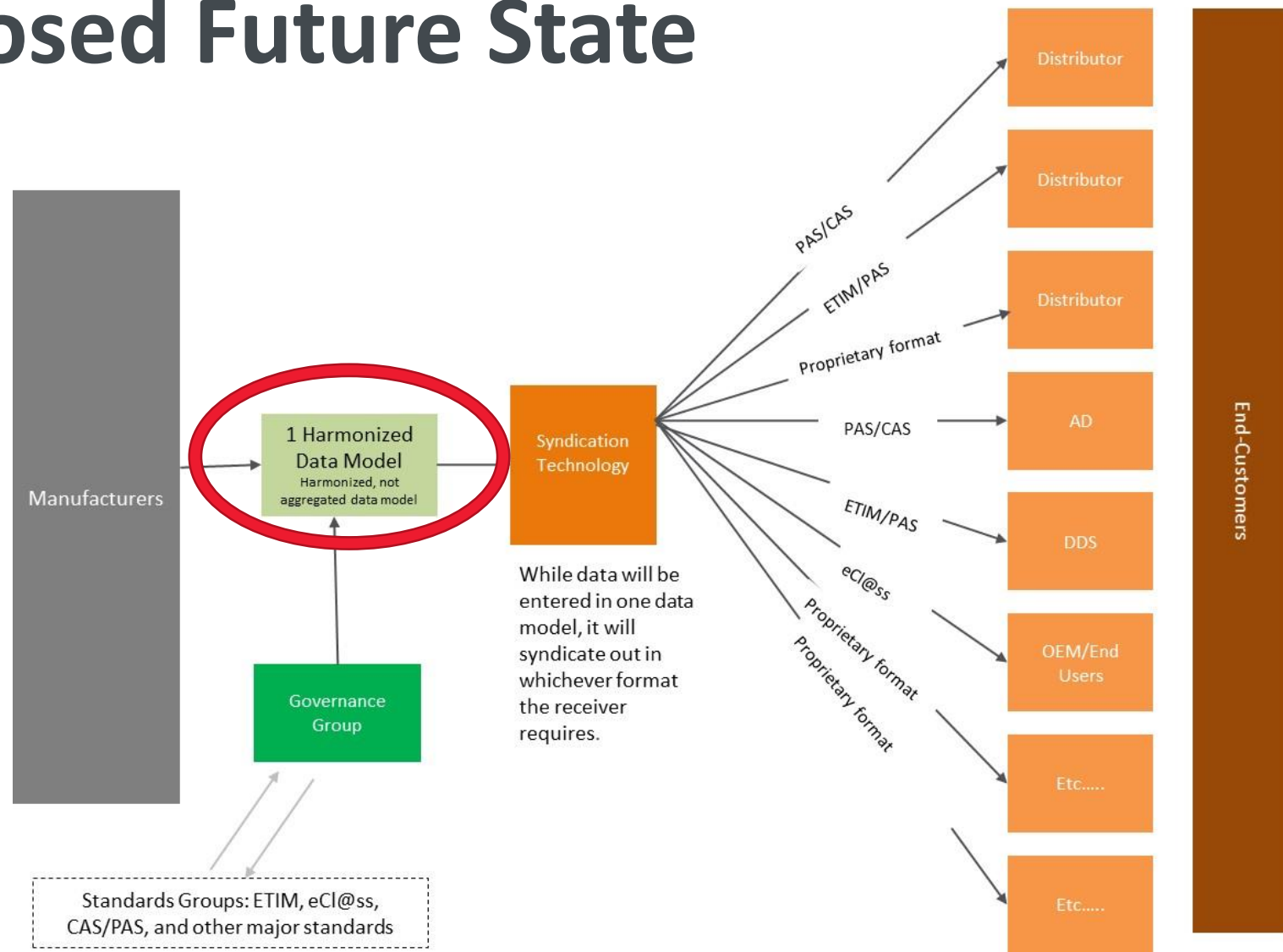
Known Industry Pain Points

- Minimal Standardization
- Complex Technical Data
- Multiple Data Formats
- International Standards
- International Distribution
- Retail
- Syndication
- Evolving Storage/Content Delivery Needs
- Reporting & Business Intelligence
- Feedback, Error Management
- Data Quality

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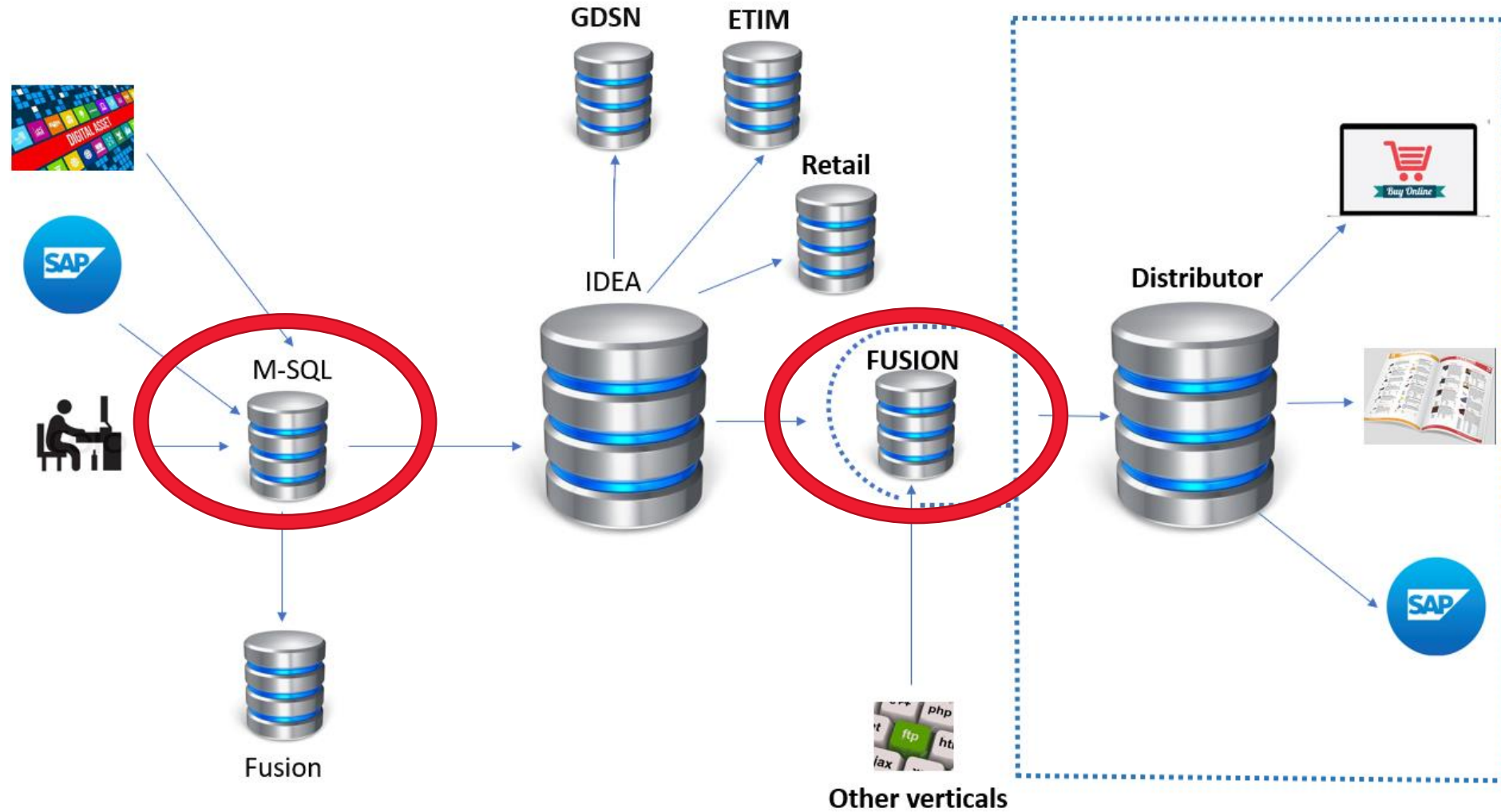
Proposed Future State



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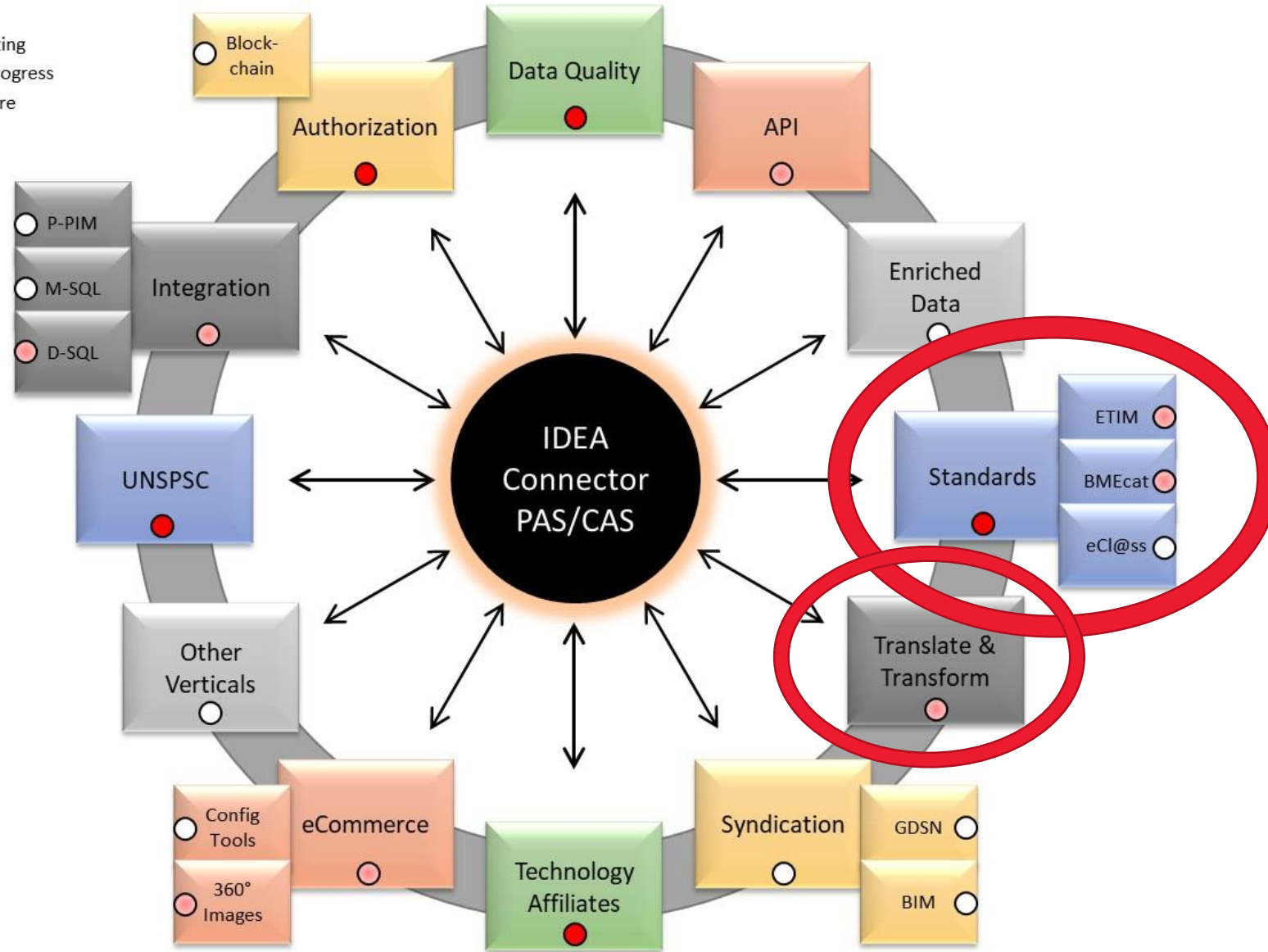
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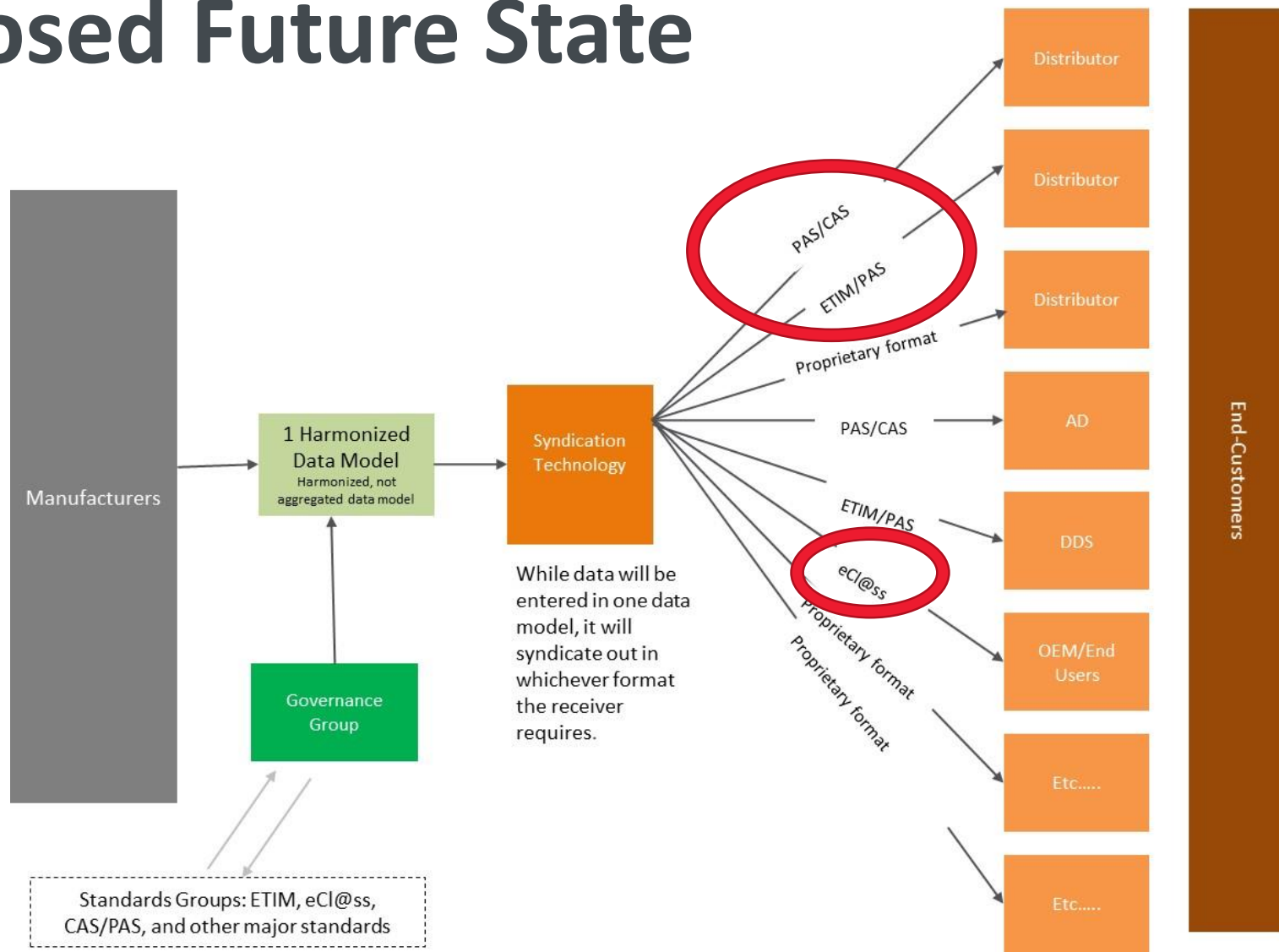
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- Existing
- In Progress
- Future



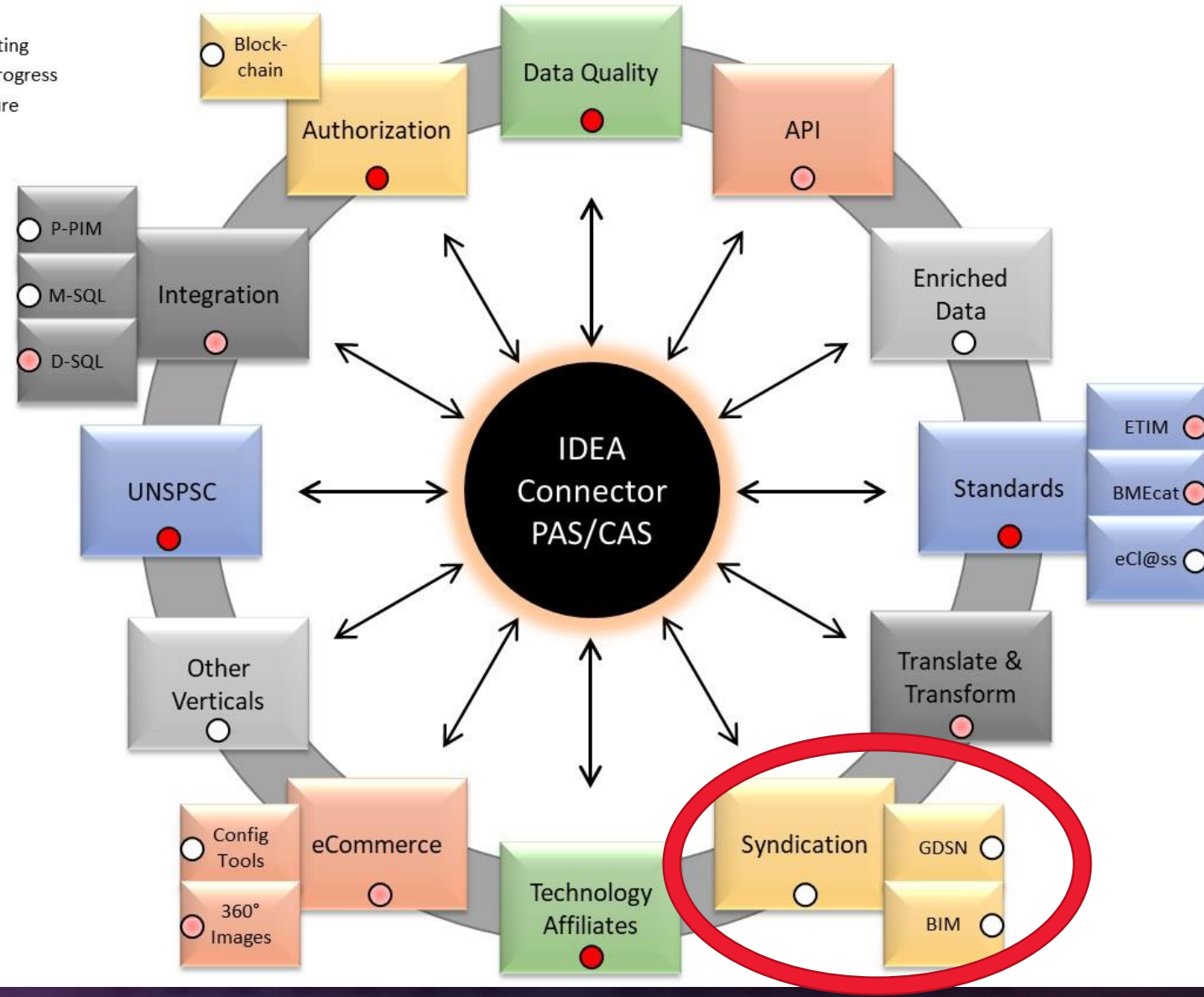
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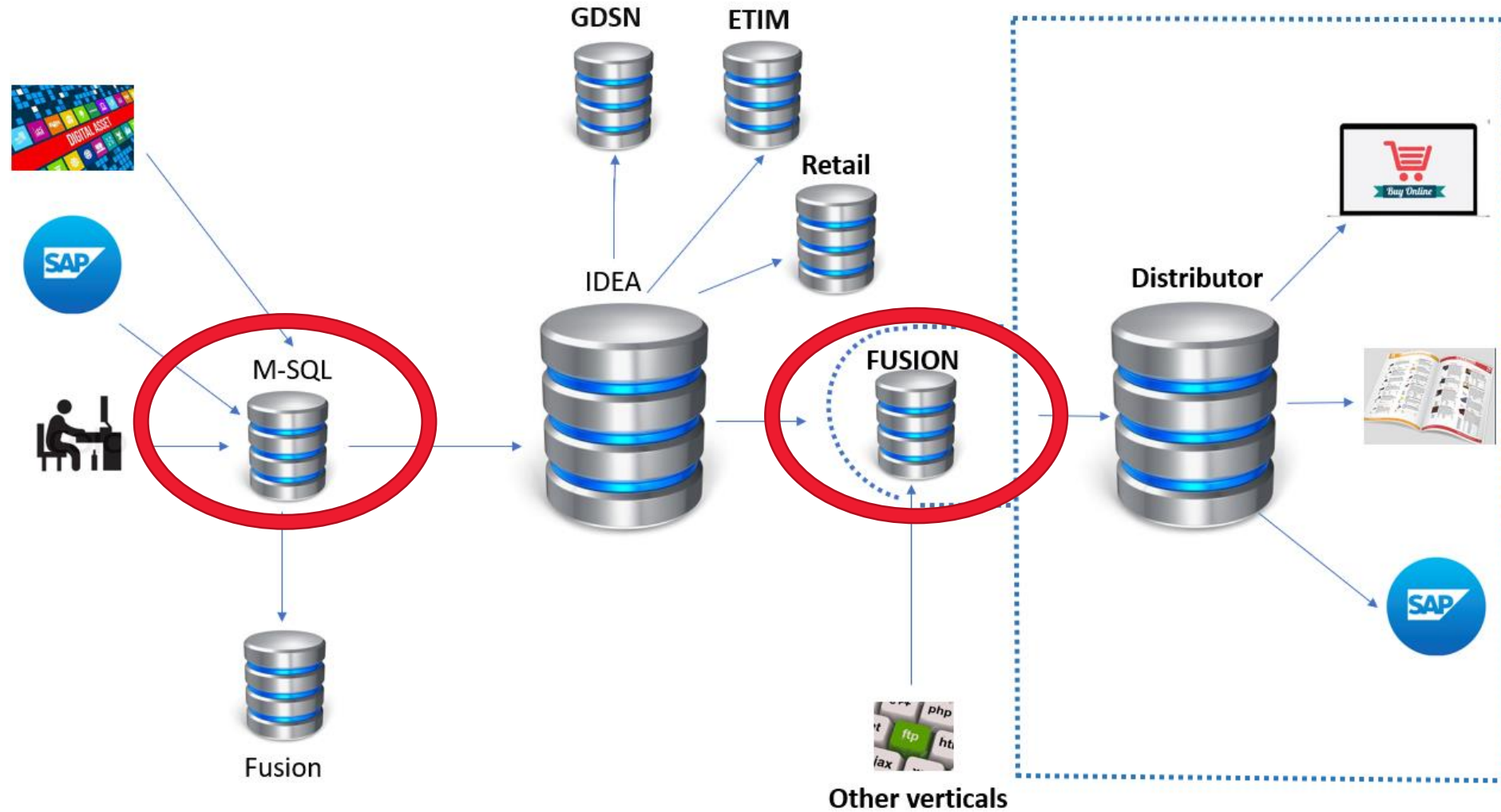
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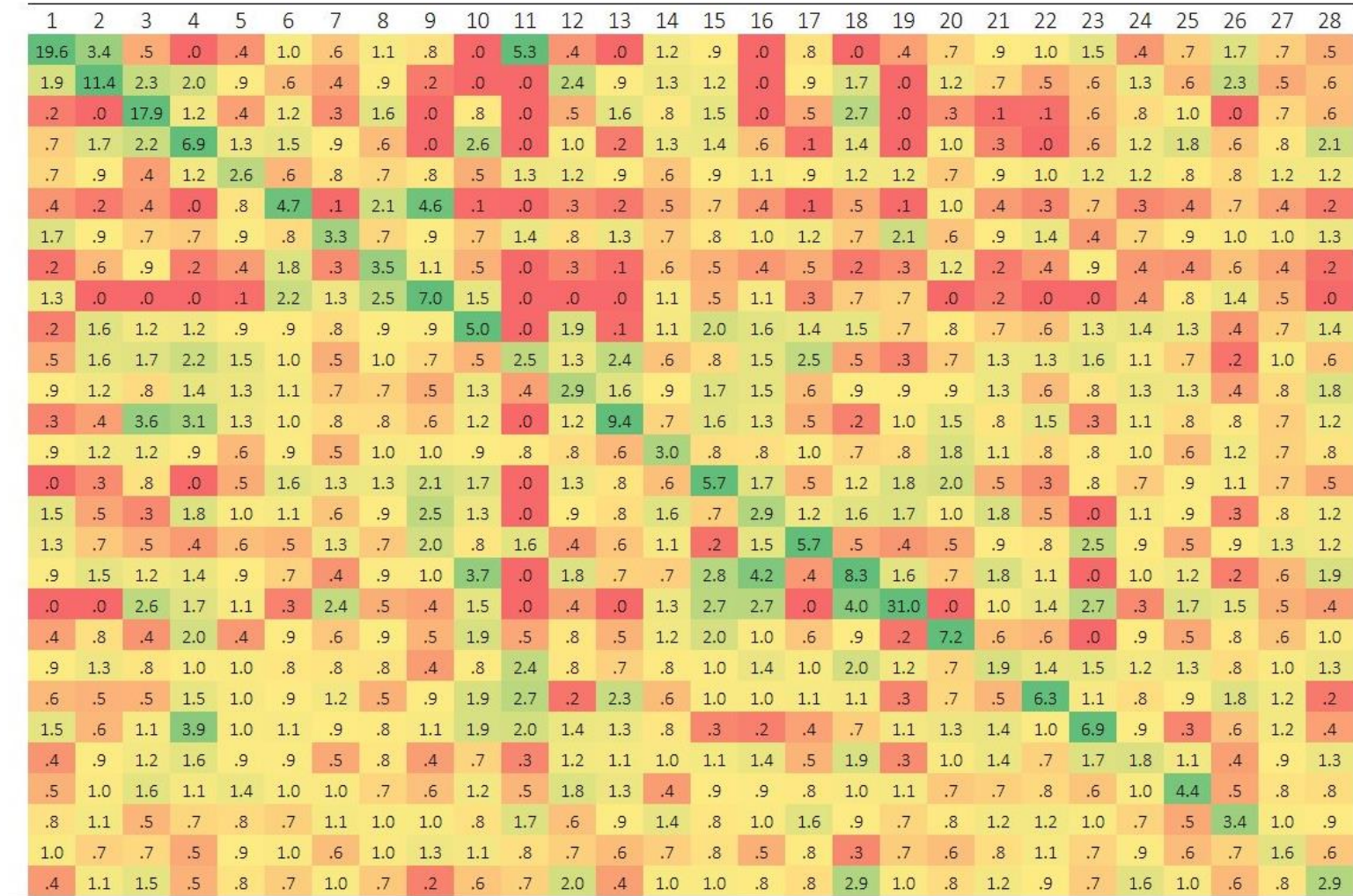
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Data Extraction Heat Map



EFC Statement of Expectations

- Data Upload/Download
- Authorisation
- Data Quality – Canadian specific data (Price, Certs., French, Metric, Market Flag)
- Search Engine Capability
- Speed (searches, downloads)
- SKU-level data selection
- Interface Improvements (flag errors, correct values)
- Error Reporting
- Time Stamps
- Change Flags at the Field Level
- Data Usage Reporting



Syndication

Collect, Create, & Collage your data—let IDEA do the rest



Fusion

Too many data files? Slice, dice and make Julian fries with the data and data sources



eCommerce

From Manufacturer to Distributor eCommerce platform



Partnerships

We leverage the industry and created cost saving partnerships



Partner PIM

That's right—IDEA can offer a PIM and link to/from IDEA Connector



API to API

You have been asking, IDEA Connector can now go machine to machine



IDEA Ignite

Lessons learned from other industries on how to gather and disseminate your data



Translation

Translate the data in IDEA Connector

Questions?

Thank you!



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