



Tech 360

BRIEFING



eBiz Sneak Peak Webinar Series

Let us bring our annual eBiz conference to you this year! IDEA will be hosting a Webinar series that will feature a glimpse of the insight and valuable information that you are used to getting from eBiz. These webinars will be universally accessible, so you can tune in no matter where you are. Don't miss the opportunity to catch up with IDEA and hear your industry peers share their knowledge and ideas on relevant topics.

The series will include:

- **Optimize Your Data with IDEA Fusion – September 16th @ 1pm**

Presented by Josh Given, IDEA

- Access to timely information is key to driving business. Companies need a way to combine multiple data sources and normalize product information so that they can manage their data efficiently. IDEA Fusion enables you to use your own tables and stored procedures as well as

marry IDEA data with third party data and internal information. This webinar will explain features such as Excel connectivity, Microsoft Access integration, PIM integration, and other key benefits that shrink processing times, optimizing your data. [Register Now!](#)

- **More Precise Product Classification for Today's Digital World – September 23rd @ 1pm**

Presented by Mary Shaw, ETIM NA

- From manufacturers' internal PIM systems down through their sales organizations, distributors, contractors, engineers/architects and other industry professionals, ease of information exchange is paramount to optimizing the purchasing process, supporting profitability and ensuring product information accuracy to enable the 'correct' product to be specified, ordered and installed, the first time. The ETIM Model provides the structure for that product information exchange ensuring uniformity and consistency. Join this webinar to learn: What part ETIM plays in the digital world, How it's structured and exchanged, Industry-wide benefits of using ETIM, and the Industry Ecosystem Product Data Flow ([View Diagram](#)) [Register now!](#)

- **Digital Transformation with Jack Shaw – September 30th @ 1pm**

Presented by Jack Shaw, Keynote Speaker

- Jack Shaw will help you unlock knowledge and awareness of the digital transformation that is taking place in today's world. His decades of experience designing, developing, and implementing emerging technologies have given him a deep understanding of how they evolve and are adopted. Shaw's insight will provide a deep understanding of leading-edge technologies and how to view them less as a threat and more as a beacon for innovation. His message will give you the confidence to lead your organization through the many changes and disruptions that come with digital transformation. You won't want to miss out on this exclusive webinar, register today! [Register Now!](#)

Plus! MDM Virtual Prerecorded Conference

Winshuttle hosted the Everything Master Data Management (MDM) & PIM Virtual Conference, a prerecorded multi-part webinar series. This webinar series delves into the voice of the customer, best practices, as well as workshops. Gain insights on how to achieve success with MDM and hear different experiences from top players in their respective industries. If you missed it, tune in now!

- **Everything MDM Virtual Conference: PIM, MDM, DAM – Oh my! – Demystifying Terminology of the Data Management Universe – [Watch Now](#)**

- Presented by Jean Bordelon and Dean Rutter of Bounteous

- **The Data Whisperer – Master Data as the Foundation of Digital Transformation – [Watch Now](#)**

- Presented by Scott Taylor

- **Animal Supply – Product Data – The New Company Currency – [Watch Now](#)**

- Presented by Laura Schroeder of Animal Supply and Sean Daley of Pivotree

Attend IDEA Connector Q&A Training Sessions

We want to thank the industry for continuing to devote their time to learning and working in the new platform. We want to answer all your burning questions! Join our weekly Q&A webinars every Thursday and have all your questions and concerns addressed in real-time. Recordings of these webinars are also available in the IDEA Learning Portal. Contact the Client Solutions Team if you have trouble joining or accessing the recordings.

The following session will take place in the month August:

- **Aug. 6th** - Product Relationships
- **Aug. 13th** - Non-Standard / Manufacturer Specific Attributes
- **Aug. 20th** - UNSPSC
- **Aug. 27th** - ETIM Model

If you have any questions, please contact the Client Solutions team at ideaclientsolutions@idea4industry.com or call [866-479-0484](tel:866-479-0484).

New Documents Available in the IDEA Learning Portal

IDEA is pleased to announce that the updated Category Attribute Specification v07 (CAS) and brand new IDEA ConnectorSM Data Dictionary v7.0, are now available to access in the Learning Portal.

The new Data Dictionary document is a comprehensive list of IDEA Connector attributes with definitions, data formats, as well as data validation and data processing rules. The updated CAS has no new functionality or programming changes required with the new CAS.

If you have any other questions about either of these documents contact the Client Solutions team at ideaclientsolutions@idea4industry.com or call [866-479-0484](tel:866-479-0484).

[Read More](#)

Join the IDEA Connector User Group

IDEA recommends that all distributor and manufacturer customers have at least one representative participate in the IDEA Connector User Group. In addition to sharing ideas, experiences, knowledge, and solutions, the user group community provides feedback on IDEA Connector features and functionality.

Email ideaconnectorusergroup@idea4industry.com to join. If you have any other questions or concerns regarding IDEA Connector, contact the Client Solutions Team at ideaclientsolutions@idea4industry.com or [866-479-0484](tel:866-479-0484).

Build Upon Your IDEA!

Start expanding your product attribution by populating the other 500+ fields available including, technical drawings, multiple images (3D, thumbnails, etc.), warranty information, videos, IMAP pricing, certifications (UL, Prop 65, etc.), multilingual (Spanish, French, etc.) and better communicate with your potential buyers and ultimately sell more products. Log-in to IDEA Connector today to get started!

If you have any questions, please contact the Client Solutions team at ideaclientsolutions@idea4industry.com or call [866-479-0484](tel:866-479-0484).

IDEA Connector Tip: Prop 65 - Canned Reports

Though you can extract 'Prop65' data along with other 'Certification Agency' codes via the extraction process, there is a canned report that will allow you to hone in on 'Prop65' coded items only. When this report is run, it will return only those items that you are authorized for and that have been loaded to IDEA Connector with the 'Prop65' Certification Agency code. The report includes the data that the manufacturer has loaded to the 'Certification Number' field.

If you have any issues or questions about accessing Canned Reports, please contact the Client Solutions team at ideaclientsolutions@idea4industry.com or call [866-479-0484](tel:866-479-0484).

