

IDEA

Product: B2B Communication and Synchronization Solutions



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eOptimizing Your Business

In a dynamic, competitive environment, you need powerful tools to optimize every part of your business – operations, finance, sales and relationships. IDEA's eCommerce solutions and professional services can help by:

- **Improving** revenue, speed of action and response and marketing effectiveness
- **Reducing** costs, redundancies, waste and errors
- **Enabling** efficiencies, economies and overall effectiveness

IDEA's deep category knowledge was born in the electrical industry in 1998. We were founded through a partnership rooted in the collective leadership, vision, wisdom and expertise of the National Association of Electrical Distributors (NAED) and the National Electrical Manufacturers Association (NEMA) members.

eOptimizing Your Performance

Facing the complex challenges of today's business climate requires answers that are both innovative and realistic. **IDEA is the answer.** We understand supply chain logistics, technology and your daily challenges better than anyone. Our solutions are designed to fit your unique situation, from streamlining processes and centralizing information to standardizing data and controlling costs.

IDEA is your business partner. We know where the time-consuming, labor-intensive and error-prone processes exist – and how to replace them with the standardized, synchronized solutions that drive accuracy, efficiency and economy.

- **Simplify Processes.** Centralize your product and pricing data in one location and eliminate errors. Our experience can help you simplify order management, optimize profit margins, save time and open yourself up to greater business opportunities wherever you compete.
- **Streamline Communications.** Capitalize on "best-of-breed" eCommerce solutions and professional services to engineer out costs, grow revenue and increase the speed and accuracy of every transaction, every time. Leverage the experience we've gained from working with hundreds of manufacturers and distributors over many years.

Technology

IDEA's Software as a Service (SaaS) applications are flexible based on your unique requirements. No need to invest in a lot of additional resources. We've already made technology investments for you – letting you unleash the power of e for the success of your business.

Company History

Year company was founded: 1998
Total number of full time employees: 27

Release Information

All of IDEA's SaaS applications are continuously revamped to meet the changing business environment and customer demands. Version releases are typically scheduled every six months.

- **Smooth Interactions.** Universal access, ease and speed generate more opportunities. Work with your trading partners and an IDEA consultant who understands the value of building better relationships by smoothing out interactions to reduce costs – helping you harness the power of eCommerce technology to do just that.

Unleash Your Potential

IDEA's objective is to help you unlock the full value of your business – first, by close, consultative partnering to identify the roadblocks to optimum performance. Then by instituting the most efficient solutions, with user-friendly and open platforms. Innovation through:

- Standards-based practices
- Best-of-breed strategic partners
- Accurate data and pricing
- Streamlined communications

Data Synchronization – Building the foundation.

- **IDEA Standards** – Drive synchronization with standards-based practices. IDEA is the official standards-creating body for the electrical industry and those same standards translate to other industries.
- **Industry Data Warehouse (IDW)** – Unified reduction of costs, redundancies, waste and errors through one communication format and platform.

Transactions – Innovation where it counts for solving problems.

- **Industry Data Exchange (IDX)** – Exchange documents confidently and affordably with IDEA's premier B2B solution.
- **Web Enablement (Coming in 2010)** – Simplify data with a standardized web-based ordering platform.

Relationships – Value-add opportunities through efficiency.

- **IDEA Sync Program (NEW in 2010)** – Focus on profitability and partner relationships with IDEA's professional services. We will customize an eCommerce plan that will help you unleash the power of e for the success of your business.