

# Unleash the power of **e**



Business-to-Business solutions and professional services to optimize your performance and profitability.



# 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 gets it. Our deep category knowledge was born of the electrical industry in 1998. IDEA was 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.

consult  
collaborate  
control



Facing the complex challenges of today's business climate requires answers that are both innovative and realistic. The competitive marketplace demands deep knowledge of cash flow, inventory control, turnaround speed, reliability, and synchronized communications. IDEA's holistic consultative approach eliminates inefficiencies, inaccuracies and the loss of control common with manual transactions.

**IDEA is the answer.** We understand supply chain logistics, technology, and your daily challenges. Our solutions are designed to fit your unique situation, from streamlining processes and centralizing information to

standardizing data and controlling costs. No need to invest in a lot of additional resources. We've already made those investments for you—helping you **Unleash the power of e** for the success of your business.

# eOptimizing Your Processes.

simplify  
streamline  
smooth

IDEA is your business partner. We're here to optimize the tremendous potential of eCommerce—streamlining your business and making it more competitive and profitable. We know where the time-consuming, labor-intensive, and error-prone processes exist and how to replace them.

**Simplify.** Streamline processes, centralize product data, and eliminate errors. Our experience can help you simplify order management, optimize profit margins, save time, reduce errors, 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 to solve problems with innovative, effective solutions.

**Smooth.** Universal access, ease and speed generate more opportunities, accuracy of content and standardization. Work with IDEA trading partners and consultants who understand the value of building better relationships by reducing the costs—helping you harness the power of eCommerce technology to do just that.

# Unleash Your Potential.

innovate  
initiate  
integrate



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, to institute 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. Championing standards. Demonstrating how standards drive synchronization. Leading to reduction of costs, redundancies, waste and errors through one platform.

**Transactions.** Innovation where it counts for solving problems. Utilizing our strategic partnerships to manage technology and keep costs down. Simplify data with a standardized web-based ordering platform for product categorization and price management.

**Relationships.** Value-add opportunities through efficiency. Customized solutions for eCommerce and Business-to-Business. Simplification through synchronization. Earning trust by keeping promises with timely delivery of solutions that work.

# Solutions and Services



eCommerce and Business-to-Business



Synchronization



Standards Adoption



Professional

## eOptimizing Standards.

standardize  
synchronize  
synergize



Standardized data will **Unleash the power of e.** IDEA champions standards because standards drive synchronization and synchronization drives efficiency. Reliable, consistent standards mean clean data and efficient practices for everyone. IDEA is the official standards creating and setting body for the electrical industry. Those same standards translate to other industries. We understand the importance of standardized data to transmit throughout the supply chain quickly and without error. IDEA partners with GSI US in developing United Nations Standard Products and Services Codes (UNSPSC®). The new era of eCommerce.

# Unleash Your Power to Grow.

get  
gain  
grow

Running lean, gaining efficiency, synchronizing data flow, streamlining processes, standardizing systems, optimizing performance—nothing makes these goals easier to reach than eCommerce solutions from IDEA. Our knowledge of the players, realities, challenges, and opportunities give you a powerful consulting partner to make the right decisions that will **Unleash the power of e** and position you solidly for success in today's business environment.

## eOptimize Your Business

- ▲ Increase sales among partners looking for an easier, smoother way to do business.
- ▲ Reduce costs through standardized, synchronized processes that optimize accuracy and reliability.
- ▲ Improve business relationships through streamlined, coordinated transactions.
- ▲ Change the paradigm of labor-intensive manual tasks with innovative, automated solutions.
- ▲ Standardize and centralize data in a single database for consistent, accurate, timely and complete information.

To learn how IDEA lowers your eCommerce costs, visit [www.idea-esolutions.com](http://www.idea-esolutions.com) or call **866-479-0484** today.

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