



Driving Profitability *with Quality Marketing Data*

IDEA Electrical Industry Attribute Schema

Robert Gaylord, President & CEO

Mary Shaw, Standards Director

Unleash the power of **e**





*Standards enable
synchronization that
enables eCommerce
solutions that enable
cost savings
and
increased profits!*



STANDARDS
ARE A BRIDGE BETWEEN MARKETS
AND TECHNOLOGIES

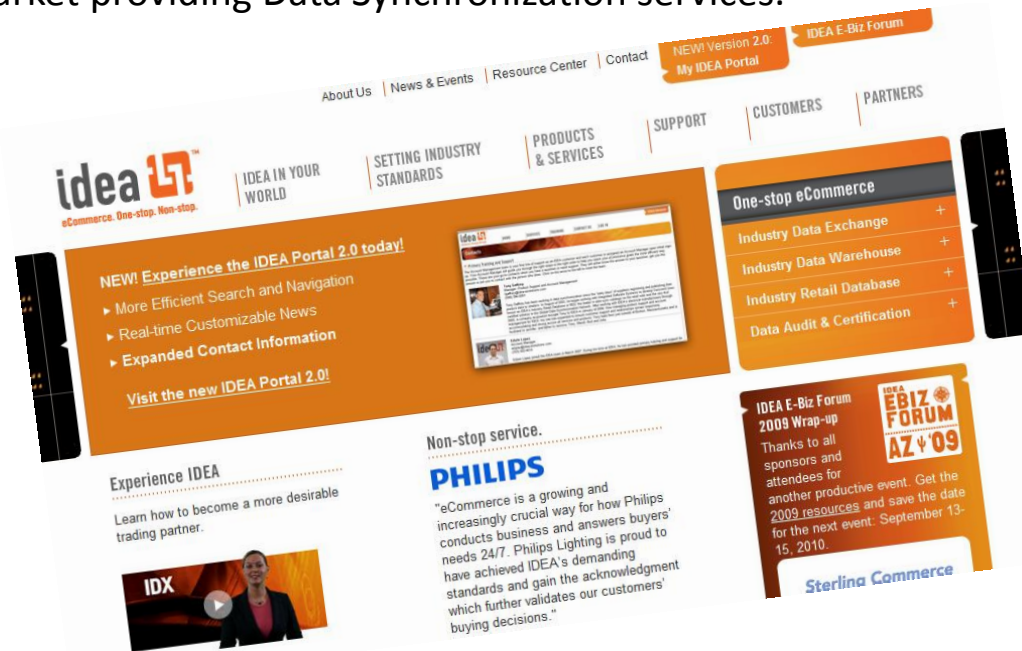
WHOEVER CONTROLS THE BRIDGE
CONTROLS THE **FUTURE**

A Strategic Partner

IDEA is all about serving the electrical channel...it was born from a simple vision...a simple idea

»IDEA stands alone in the electrical channel as a **Data Synchronization Service Provider** (DSSP) making it the only company of its kind providing Data Sync, VAN, and Data Certification services to the electrical industry

»IDEA also hosts the Data Standards-setting body that further differentiates IDEA from any other company in the market providing Data Synchronization services.



Vision and Mission

Vision

- » In 5 years or less, a majority of U.S. electrical manufacturers and distributors will both understand the value that IDEA creates and will realize cost savings in their business from increasing use of electronic data sharing and eliminating manual business transactions

Mission

- » **To drive costs out of the electrical supply chain** as the electrical industry's standards-setting, data synchronization, and eCommerce service provider
- **Goal 1:** The comprehensive IDEA data synchronization platform is an integral part of the electrical supply chain and propels the channel to a new level of eCommerce
- **Goal 2:** Customers value IDEA as their one-stop partner for all of their data sharing and eCommerce business solutions
- **Goal 3:** Compliance with a comprehensive set of straightforward standards for the industry increases profitability among customers





The Electrical Channel today is more complex than ever before.

That complexity is consistently seen in the increased number of trading partners, data points, and new technology with which a company in the channel must confront on a daily basis.





“ ‘You don’t start communities,’ he said. ‘Communities already exist. They’re already doing what they want to do. The question you should ask is how you can help them do that better.’ His prescription: ‘Bring them elegant organization.’”

Jeff Jarvis, *What Would Google Do?*

Reporting on advice given to the World Economic Forum International Media Council by Mark Zuckerberg, Facebook founder

company

company

company

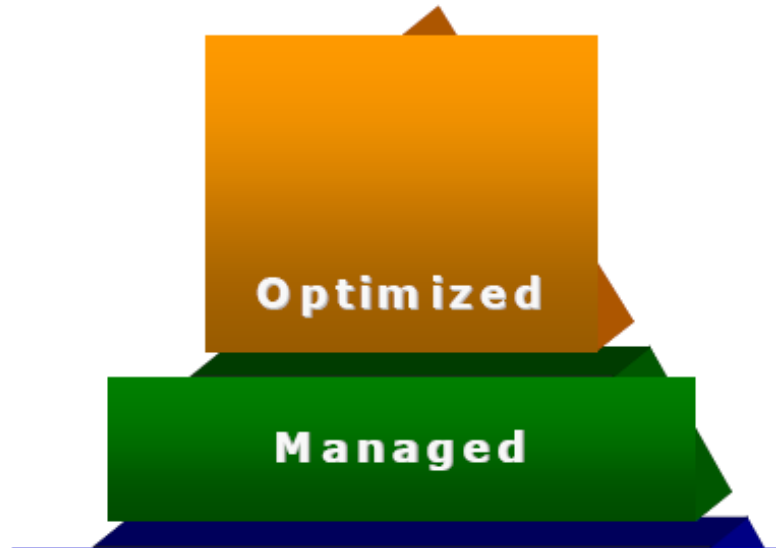
Multienterprise B2B Integration

- Multienterprise integration isn't the goal, but it supports the goal,
- » By 2011, midsize and large companies will at least double the number of multienterprise integration and interoperability projects they're managing and spend at least 50% more on B2B execution of business processes (such as procurement) or the secure exchange of master data (such as product information) among two or more companies.
 - » From 2008 to 2013, multienterprise traffic will at least triple
 - » Given the factors driving adoption, Web services will be part of a multienterprise integration and interoperability strategy in 75% of Global 2000 companies by 2011, vs. only 20% in 2006

Figure 1. The Five Levels of Data Quality Maturity

Data Synchron

- ▲ In a and (an a
- ▲ Annu
and.



industries
y are losing
ity issues.

rganizations,

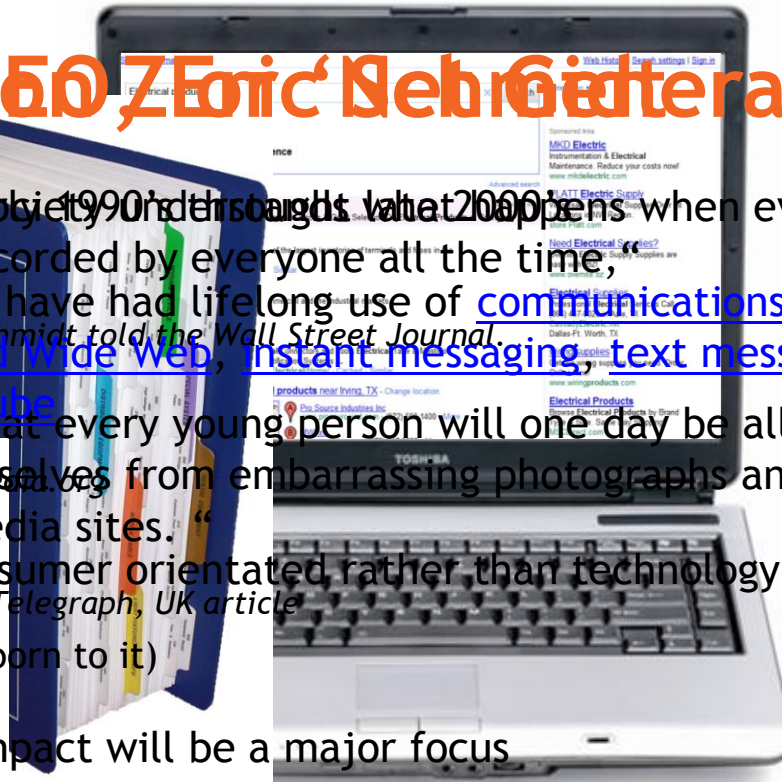
Only a few organizations have mature data quality initiatives.



Source: Gartner (December 2006)

• Generation Z Eric 'Net Generation'

- » Children born in society 1990s through what 2000 opens when everything is available, knowable and recorded by everyone all the time,
- » ...this generation have had lifelong use of [communications](#) and media technologies such as the [World Wide Web](#), [instant messaging](#), [text messaging](#), [MP3 players](#), [mobile phones](#) and [YouTube](#)
- » ...he believed that every young person will one day be allowed to change their name to distance themselves from embarrassing photographs and material stored on their friends' social media sites. “
Mr Schmidt told the Wall Street Journal.
From Telegraph, UK article
(having been born to it)
- » Environmental impact will be a major focus



IDEA Services Areas



Standards Adoption

UNSPSC/Attribute Assistance
DAC (Data Audit Certification)



Synchronization Services



Industry Data Warehouse - IDW
CericomX - IRD
Data Management Platform - DMP
DMP - Supply
DMP - Demand



idea 
Unleash the power of **e**

Community Assessment
Synchronization Audit
DMS - Data Management Service
Outsourced EDI



Integrated B2B Document Exchange - IDX
Mapping/Translation
Web Enablement

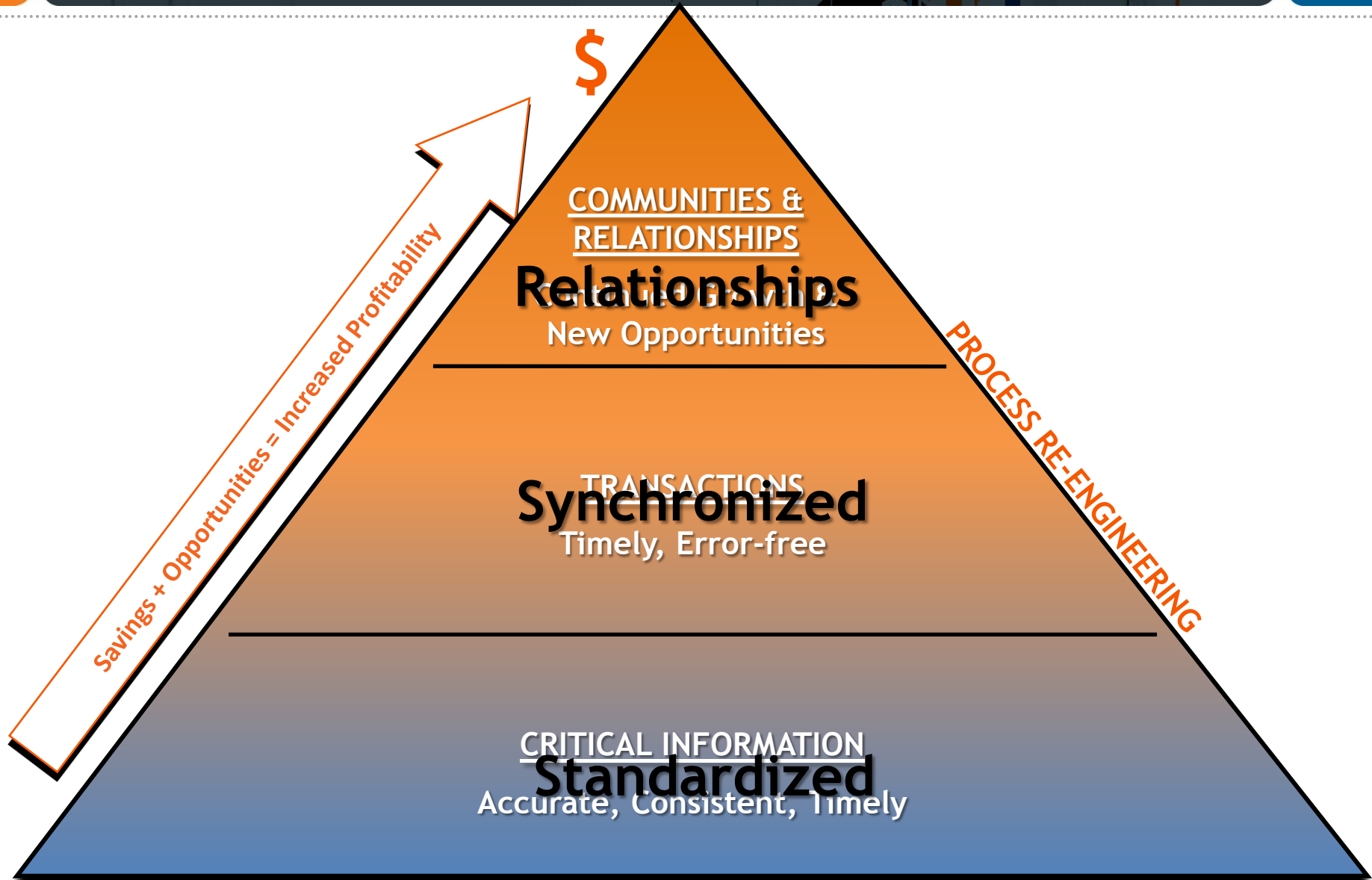


Professional Services

B2B eCommerce



Driving Profitability with Standards



“Organizations struggle to gain a consistent, complete and accurate single view of the products they manufacture or handle for operational and analytical purposes. This reduces the effectiveness of individual departments that need such data.”

- Nine times more likely to achieve gains by deploying standardized data initiatives
- Accurate data is essential for B2B transactions

Source: Gartner Research

1998 - Product Descriptor Data (PDD Standard)

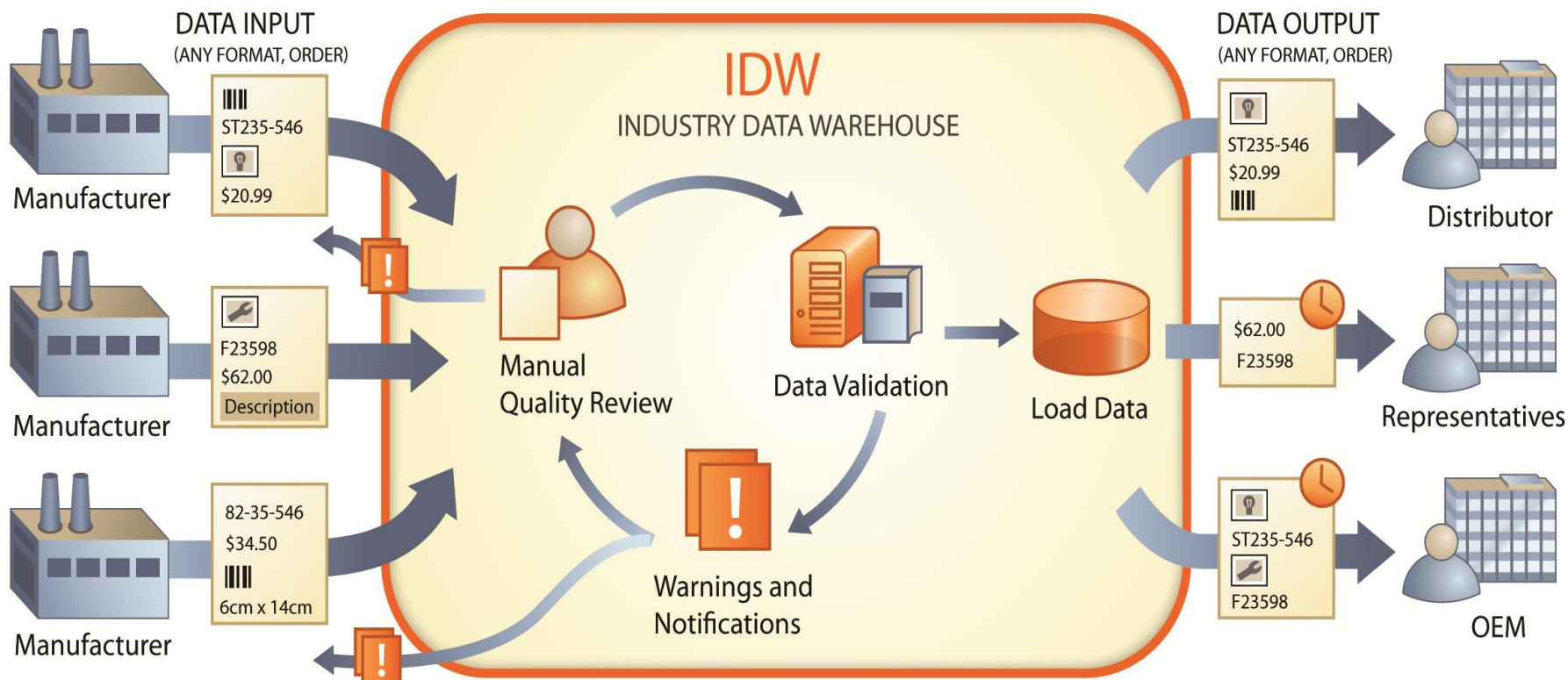
Purpose

- » Provide manufacturers with a standardized format, single location, for providing product and pricing information to all of their customers
- » Provide distributors with standardized format, single location, to receive all product and pricing information from their suppliers

Methodology

- » Based on ANSI X12 EDI 832 Price/Sales Catalog
- » Multiple options for uploading and downloading:
 - » EDIPro 832 Custom Views - Electrical industry subset/guideline
 - » Flat File - Based on EDIPro 832

IDW – Industry Data Warehouse



Data Synchronization

Notifying the manufacturers of any errors or inconsistencies ensures data synchronizations between the source and the database.



Industry Standards

Checks data against the industry standards and business rules based on customer feedback.

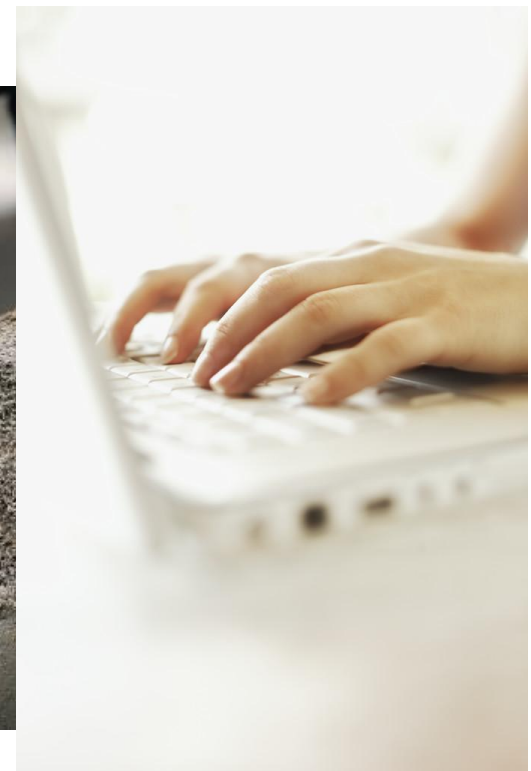


Schedule Data Downloads

Data downloads can be scheduled and automated as frequently as needed.

Master Data:

- **UPC # / GTIN #**
- **Mfr. Catalog #**
...bits of information
- **Description (Invoice)**
that may hold
- **UNSPSC**
the key to
- **Vendor Product Group Category**
your company's
- **List Price (If Available)**
future success
- **Distributor Cost**
- **Recommended Sell**
- **Packaging Dimensions**
- **Std. Package Qty**
- **Minimum Order Quantity**



2009 - Electrical Industry Attribute Schema (Attribute Standard)

Purpose

- » Provide manufacturers with a standardized template for providing product descriptors to IDW
- » Provide distributors with standardized product descriptors across multiple suppliers

Methodology

- » Based on the lowest level UNSPSC (United Nations Standard Products and Services Code) Product Categories.
- » An open, global electronic commerce standard that provides logical framework for classifying goods and services

Electrical Attribute Schema

- » Defined set of up to 27 attributes to each of the 1,493 Electrical Industry related product categories of current UNSPSC code set
 - **26** - Power Generation and Distribution Machinery and Accessories (Motors, Wire & Cable)
 - **32** - Electronic Components and Supplies (Industrial Controls)
 - **39** - Electrical Systems and Lighting and Components and Accessories and Supplies (Electrical)
 - **43** - Information Technology Broadcasting and Telecommunications (DataComm)
- » Clear definition of field requirements (e.g. alpha numeric)
- » Defined standards for unique abbreviations for each Attribute Label
- » UNSPSC assignment to products required before Schema can be utilized
- » Manufacturer population of UNSPSC mandatory in IDW

UNSPSC & Attribute Schema

Electrical (v1.0 completed)

- 1493 categories
over 4 segments

UNSPSC
North America

Cross-over (v2.0 est. release October)

- 952 categories over 8 segments

Potential adds (v3.0 future)

- anticipate ~200
categories over unknown
segments

Non-electrical

- est. ~36494 categories

55 Segments
391 Families
3205 Classes
39139 Categories

ATTRIBUTE SCHEMA v1.0

Electrical systems; Lighting and
Components; Motors & Cable;
Industrial Controls; Data Comm
eClass

ATTRIBUTE SCHEMA v2.0

Germany, France, Spain
Tools; Plumbing; HVAC;
Safety/Security; Adhesives; Solvents

ATTRIBUTE SCHEMA v3.0

Power Utilities & Distribution

Electrical Product Attribute Schema

- **UNSPSC (United Nations Standard Products and Services Code)**
Product Category/Commodity Level: Terminal Strips
UNSPSC CODE: 39121407
 - » 8-digit structured numeric code for **Terminal Strips**
 - **Amperage Rating** = **20 Amp**
 - **Segment:** **39000000** Electrical Systems and Lighting and Components and Accessories and Supplies = **Environment**
 - **Application** = **Environment**
 - **Color** = **Black**
 - **Family:** **39120000** Electrical Components and Equipment and Supplies
 - **Connection** = **BNC**
 - **Class:** **39121400** Electrical Lugs, Plugs & Connectors
 - **Material** = **Aluminum Alloy**
 - **Category:** **39121407** Terminal Strips
 - **Number of Terminals** = **2**
 - **Spacing** = **0,437 in.**
 - **Standard** = **3-A Approval CSA**
 - **Voltage Rating** = **125 VAC**
- **Extends out to Product Attributes for Terminal Strips 39121407**
 - **Wire Size** = **2/0-14 AWG**
 - » Industry-specific Attribute Schema - beyond the UNSPSC standard
 - **Wattage** = **1.5 W**
 - **Special Features** = **0-1750 Mhz Female to Male Inline**
 - **etc...** = **etc...**

Electrical Product Attribute Schema



Main Page

UNSPSC Analysis- Class- General Lighting & Fixtures

Family

Lighting Fixtures and Accessories

UNSPSC Code	Category Name	ATTRIBUTE_1	ATTRIBUTE_2	ATTRIBUTE_3	ATTRIBUTE_4	ATTRIBUTE_5	ATTRIBUTE_6	ATTRIBUTE_7	ATTRIBUTE_8
39111501	Fluorescent fixtures	BRAND NAME	TYPE	STYLE	WATTAGE	VOLTAGE RATING	AMPERAGE RATING	FREQUENCY RATING	POWER FACTOR
39111503	Wall fixtures	BRAND NAME	TYPE	STYLE	WATTAGE	VOLTAGE RATING	AMPERAGE RATING	FREQUENCY RATING	POWER FACTOR
39111504	Stage or projection or studio lighting system	BRAND NAME	TYPE	STYLE	WATTAGE	VOLTAGE RATING	AMPERAGE RATING	FREQUENCY RATING	POWER FACTOR
39111505	Recessed lighting	BRAND NAME	TYPE	STYLE	WATTAGE	VOLTAGE RATING	AMPERAGE RATING	FREQUENCY RATING	LAMP TYPE
39111506	Chandeliers	BRAND NAME	TYPE	STYLE	WATTAGE	VOLTAGE RATING	AMPERAGE RATING	FREQUENCY RATING	LAMP TYPE

Full Word or Phrase	Abbreviation
FOUR-POLE-SINGLE-THROW	4PST
ABRASIVE	ABRSV
ACCESSORY	ACC
ACTUATOR	ACTR
ADAPTER	ADPTR
ADHESIVE	ADH
ADJUSTABLE	ADJ
AEROSOL	AERO
AIR-CONDITIONER	A/C
ALMOND	ALM
ALTERNATING-CURRENT	AC
ALTERNATOR	ALTRNTR
ALUMINUM	AL
ALUMINUM-COPPER	AL-CU
ALUMINUM-RIGID-CONDUIT	ARC
AMBER	AMB
AMBIENT	AMBNT
AMERICAN-WIRE-GUAGE	AWG

UNSPSC Code	Category	Attribute Label
39111501	Fluorescent fixtures	Amperage Rating
39111501	Fluorescent fixtures	Application
39111501	Fluorescent fixtures	Ballast Type
39111501	Fluorescent fixtures	Brand Name
39111501	Fluorescent fixtures	Color
39111501	Fluorescent fixtures	Compatibility
39111501	Fluorescent fixtures	Finish
39111501	Fluorescent fixtures	Frequency Rating
39111501	Fluorescent fixtures	Height
39111501	Fluorescent fixtures	Lamp Included
39111501	Fluorescent fixtures	Lamp Type
39111501	Fluorescent fixtures	Length
39111501	Fluorescent fixtures	Material
39111501	Fluorescent fixtures	Mounting
39111501	Fluorescent fixtures	Number Of Lamps
39111501	Fluorescent fixtures	Power Factor
39111501	Fluorescent fixtures	Reflector Type
39111501	Fluorescent fixtures	Socket Type
39111501	Fluorescent fixtures	Special Features
39111501	Fluorescent fixtures	Standard
39111501	Fluorescent fixtures	Style
39111501	Fluorescent fixtures	Sub Brand
39111501	Fluorescent fixtures	Type
39111501	Fluorescent fixtures	Voltage Rating
39111501	Fluorescent fixtures	Wattage
39111501	Fluorescent fixtures	Width

Attribute Label	Data Type	Definition	Example	Abbreviations
LUMENS	AN (Alpha Numeric)	THE UNIT OF LUMINOUS FLUX, USED TO MEASURE THE PERCEIVED POWER OF LIGHT.	1000 LM	LM (LUMENS)

Attribute Schema in Action

HOME | ABOUT HOFFMAN | NEWSROOM | LITERATURE | CONTACT US | FIND A SALES OFFICE | SALES TOOLS

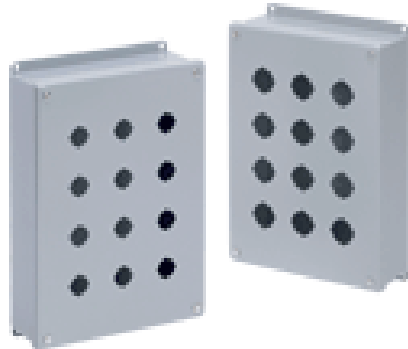
of Holes

Special Features

UNSPSC

Material

Mounting



- Creates Consistency of information across distributors
- Critical purchasing information available in standard format
- Hits made on common words
- Information available in IDW – another value add
- Create once for manufacturer – used by hundreds of distributors

Label and wire Management

[Spec Sheet](#)

[Request Declaration of Conformance](#)

Busbar Systems

[Return to 30.5-mm and 22.5-mm Pushbutton Enclosures, Type 12](#)

Type

Size

Standard

Finish

Color

Application

- Limited word search

“Offering standardized enriched product information, is going to make you, as a manufacturer, **easier to do business with**;

it’s going to make your products **easier to find**, access, and understand.

...in the fast-paced electronic environment that we live and work in today, that could be your **only advantage.**”

Dawn Wright-Perry, Retail Services Manager for Milbank

(NEMA electroindustry Oct 2010)

Unleash the power of *E*

Unleash the power of *E*

idea ™

idea ™

Unleash the power of **e**

2461 South Clark Street | Suite 450 | Arlington, VA 22202
P 703.562.4600 | F 703.562.4650 | info@idea-esolutions.com

www.idea-esolutions.com



B2B eCommerce



Synchronization



Standards Adoption



Professional