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ECIA Hosts Webinar on Automated Data Exchange Initiative

Atlanta – After exploring the needs of the industry to automate and standardize data exchanged between component manufacturers and the sales channel, the ECIA Independent Manufacturer Rep Council established a partnership, through sponsorship, with mETaL, a company that specializes in the field. The group determined that the initiative required a set of processes and procedures that every company could leverage despite each company interacting with the technology through its own lens. The past year was spent developing a “protocol” that would solve the industry’s system integration data inefficiencies and serve as a proof of concept (POC). The POC was completed in February of 2020.

The webinar “[Streamline Your Business with Automated Data Transfer](#)” will take place March 26 at 1:00 PM, Eastern. Webinar presenters include Rep Council Chair **Alan Ahern** President of Crowley Associates; **Gary Mountford**, VP of C&K Americas along with the platform developer mETaL President **Peter Heigis**. The webinar will provide more information and training about this protocol. Attendees will learn how to use the new system, which has been tested over the past year and has proven effective with a variety of CRM platforms.

“Information, and its associated accuracy, is critical to every company’s core business, profitability, future planning, and overall success,” explained Alan Ahern, Chairman of the ECIA Independent Manufacturer Rep Council. “In February of 2019, the Council initiated a process to address the inefficiencies of manually entering data multiple times due to disparate CRM systems used by Representatives, Manufacturers and Distributors. We now have the results of that initiative.”

“Manufacturers expect their sales force to gather an increasing amount of customer information so that we can make intelligent decisions on how to run our business,” explained Gary Mountford, Vice President of C&K America. “When a Manufacturer Rep has 15 lines, each with unique CRM systems, it is unreasonable to expect timely and detailed updates in each of these systems on all of the opportunities and customers in their territory. Being able to update just one system and exchange this data instantly into our SFDC system, enables our Reps to act in a more timely and detailed fashion, and ultimately spend more time in front of the customer.”

For more information, please review the [initiative's information page on the ECIA website](#) for a brief video and white paper on the technology.

[Click here to register.](#)

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic

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components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.