Automated Data Exchange Initiative

Independent Manufacturer Rep Council

Electronic Components Industry Association
Automated Data Exchange Information Page

- Visit [www.ecianow.org](http://www.ecianow.org)
- Click on the Issues & Practices Tab
- Click on Automated Data Exchange
Automated Data Exchange Resources

- Video
- Power Point
- White Paper
- Pricing Information
Panelists:

- Alan Ahern, Crowley Associates
- John Zazverskey, C&K Americas
- Peter Heigis, mETaL Corp
The Automated Data Exchange Initiative was an initiative brought forward to the ECIA Board by the Independent Manufacturers Rep Council.

- ECIA approved groundbreaking automated data exchange.
- Created to address the need for:
  - Manufacturer real-time data needs
  - Distributor expedited speed requests
  - Reduction in systemic industry inefficiencies
  - Automated and standardized processes between disparate CRM’s
- We believe that identifying this POC on the ECIA’s web site would be a benefit and value to existing and additional members.
ECIA Initiative Deliverables


• Creative Content Creation: (https://www.themetalcloud.com/aboutmetal)

• Multi CRM POC: (https://www.themetalcloud.com/live-demo)

• Centralized Community Portal: (https://support.themetalhub.org)
ECIA Initiative Requirements

- Sensitive data never is stored in the cloud
- No structural changes required to CRM
- Limit vendor "lock in"
- Secure transmission of data
- Can be used with any CRM (on premise or cloud)
- Scalable
My company would consider a solution that automates the transfer of data between Rep & Supplier CRM, such as NBO data, to be:
ECIA Proof of Concept (POC)

- BiDirectional
- Account Mapping
- Flexible Sync Scheduler
- Per NBO Selective Sync
- Scalable Cloud Architecture
- Up to Date Product & Price Book
Protocol Blue-Print

Flexible Trigger Sync Options

Examples

1. ✅ Sync / No Sync

2. Commit (90-95 Percent)
   - Pipeline (5-50 Percent)
   - Upside (50-70 Percent)
   - ✅ Commit (90-95 Percent)

3. Text Value = “NBO Ready”
The Results

- Community Knowledge Base
- Subscription Management
- Support Ticketing System
- Social Forum


A Protocol
Next Steps - Other Opportunities to Automate

- Special Price requests
- Design registrations
- Distributor to Manufacturer CRM systems for NBO tracking
https://www.themetalcloud.com/learnaboutmetal
Thank You!