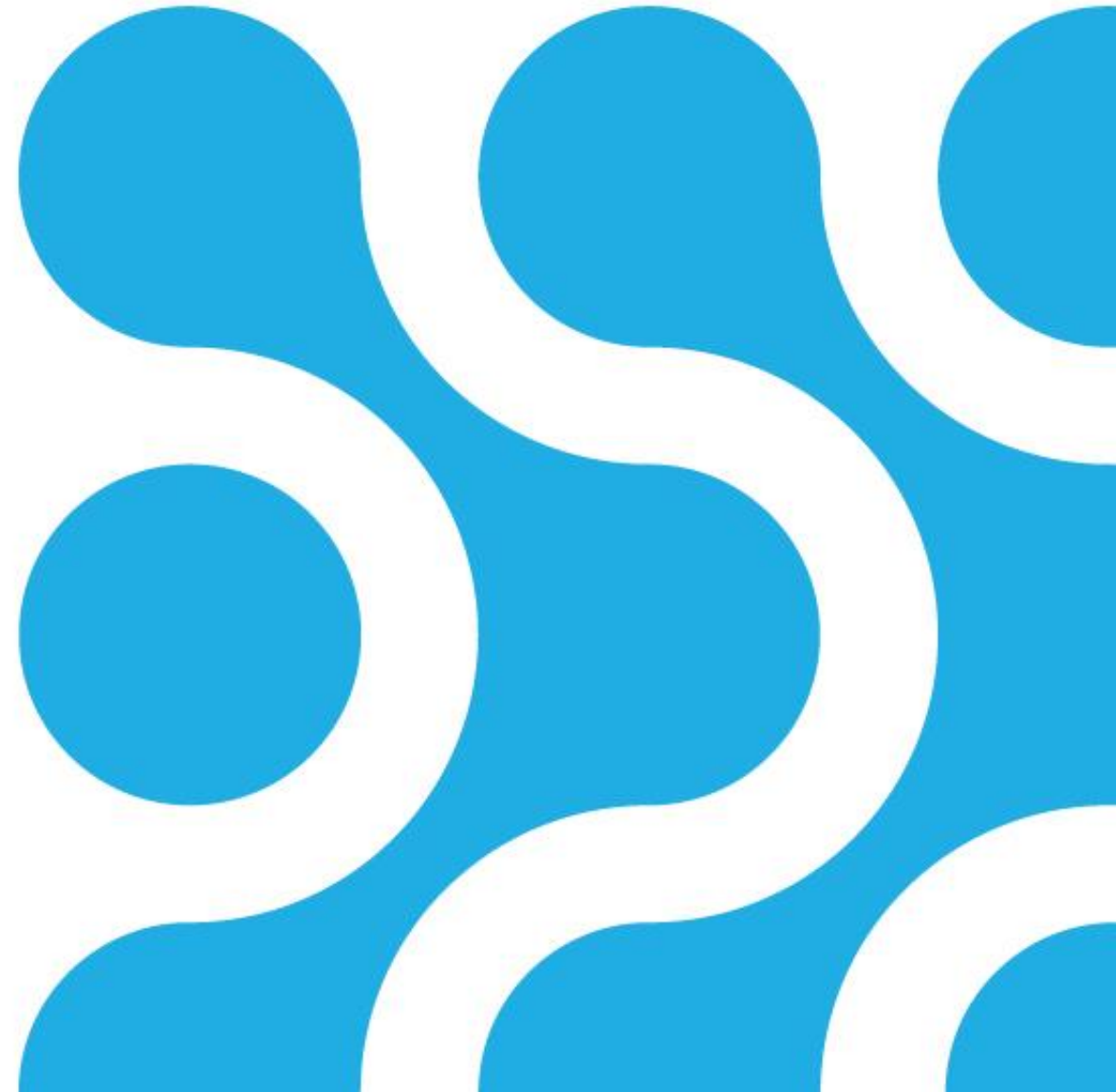


Automated Data Exchange Initiative

Independent Manufacturer Rep Council





Initiative Considerations

- 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



- White Paper: (<https://www.themetalcloud.com/legal/white-paper>)
- 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)



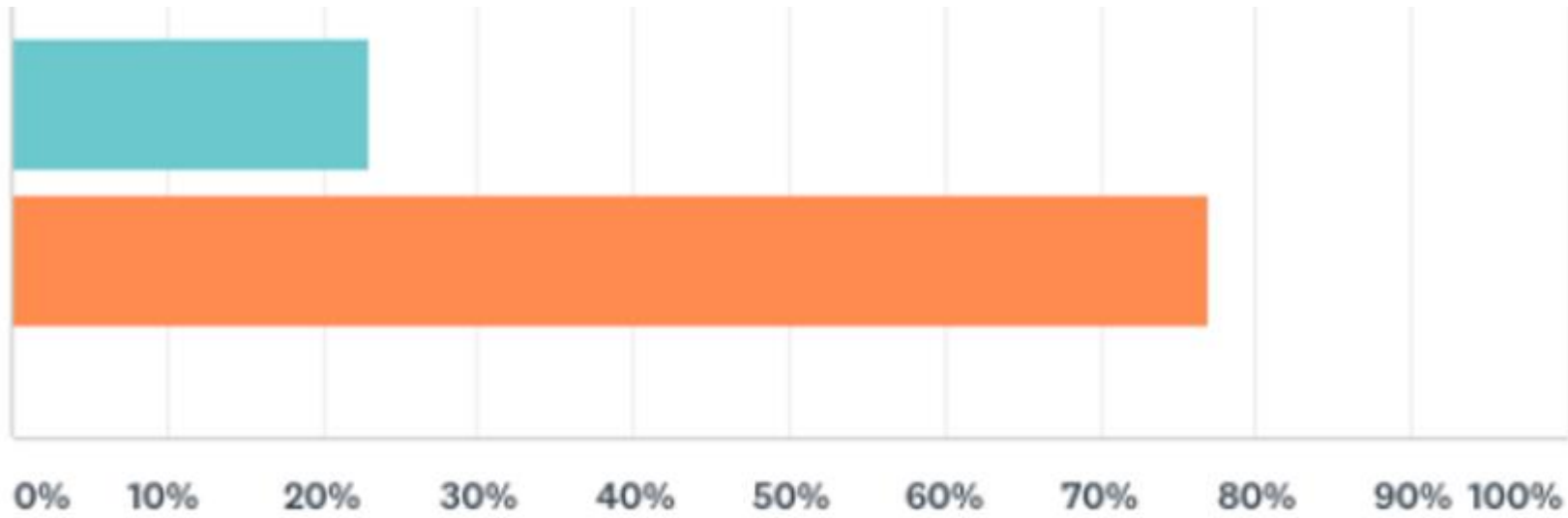
SCALABLE

Initiative Interest



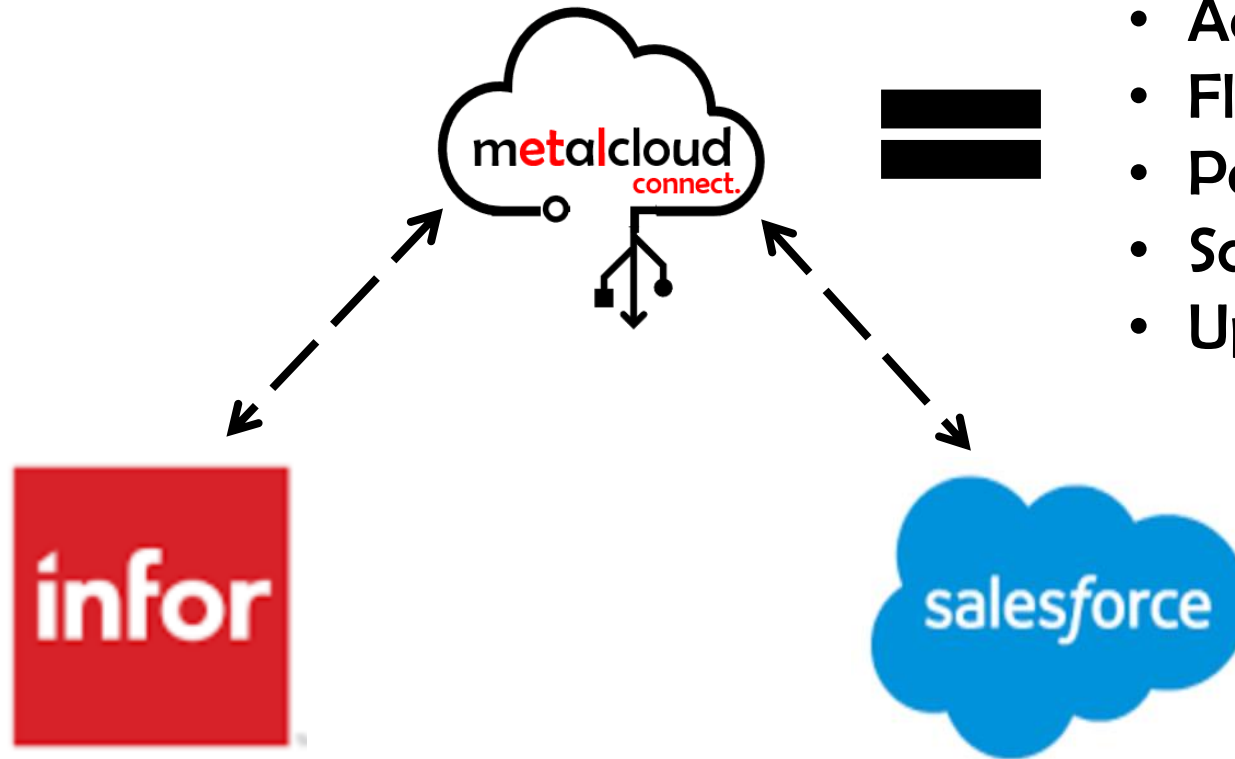
Question 1.

My company would consider a solution that automates the transfer of data between Rep & Supplier CRM, such as NBO data, to be:



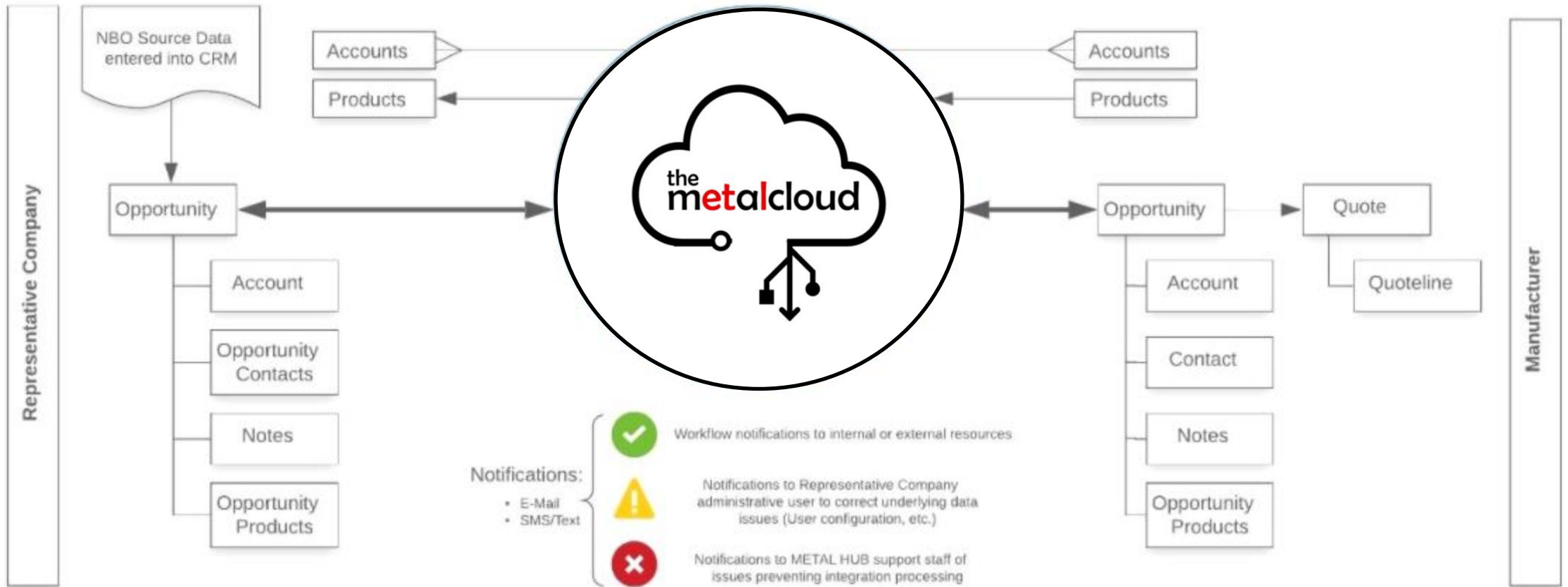
- Not valuable
- Somewhat valuable
- Valuable
- Very Valuable
- Extremely Valuable

ECIA Proof of Concept (POC)



- BiDirectional
- Account Mapping
- Flexible Sync Scheduling
- Per NBO Selective Sync
- Scalable Cloud Architecture
- Up to Date Product & Price Book

Protocol Blue-Print



Flexible Trigger Sync Options



Opportunity - Indoor Unit

Lookup Results | Abracon Open Opps | Dialight Open Opps | Inside Open Opps Detail | Inside Open Opps High

Opportunity Detail

Application or End Product: Indoor Unit

Principal: C&K Components... Q

Customer: Perimeter Technol... x Q

Program: x Q

Distributor: x Q

Contract Manufacturer: x Q

Account Manager: DaMour, Tom Q

Line Manager: Benoit, Jessica Q

Status: Open

Est. Close: 3/7/2021

Actual Close:

Top Opp ID: JB1-98

Principal #:

NBD:

Manufacturer Account: perimeter technol... Q

Sync with Manufacturer:

Opportunity Snapshot [Copy to E-mail](#)

Sales Potential	3,975 USD
Weighted	795 USD
Est. Commission	199 USD
Weighted Commission	40 USD

Summary

Opened 0 days ago on 3/18/2020 - 0 days since last activity.

Comments: newest opportunity for perimeter tech/invisible fencing

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

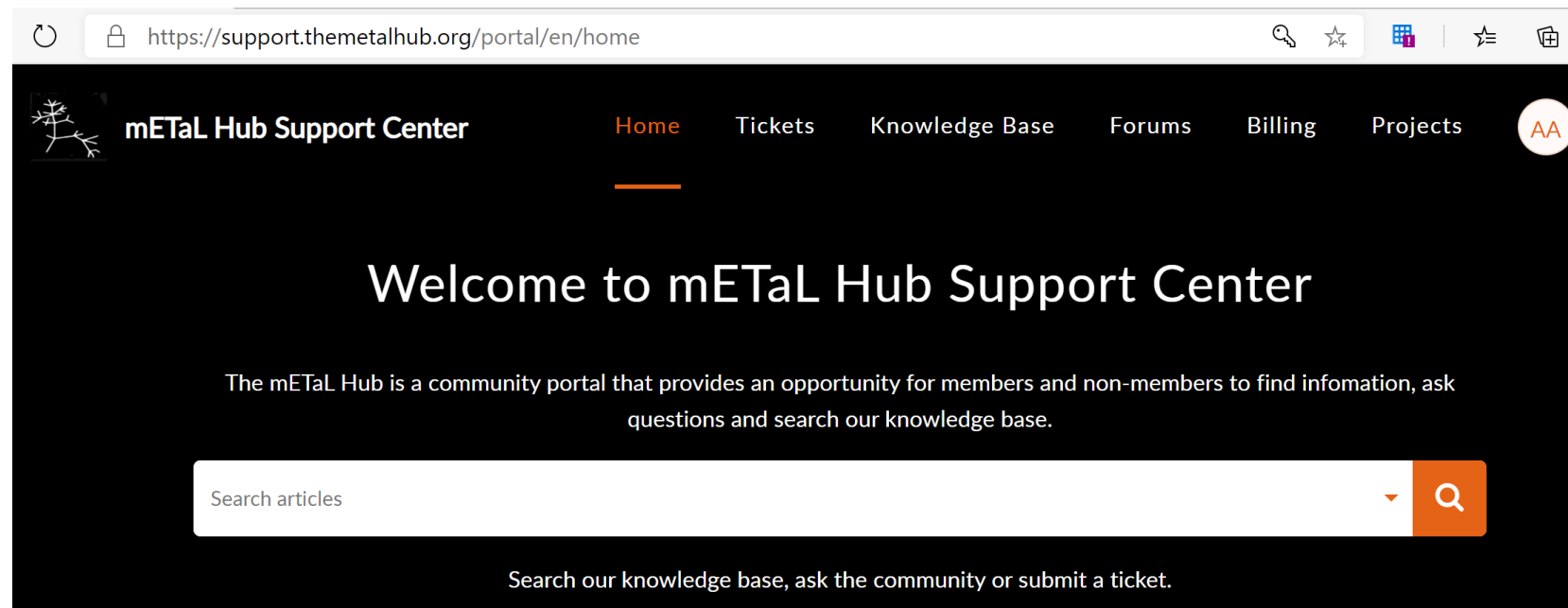


 Community Knowledge Base

 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

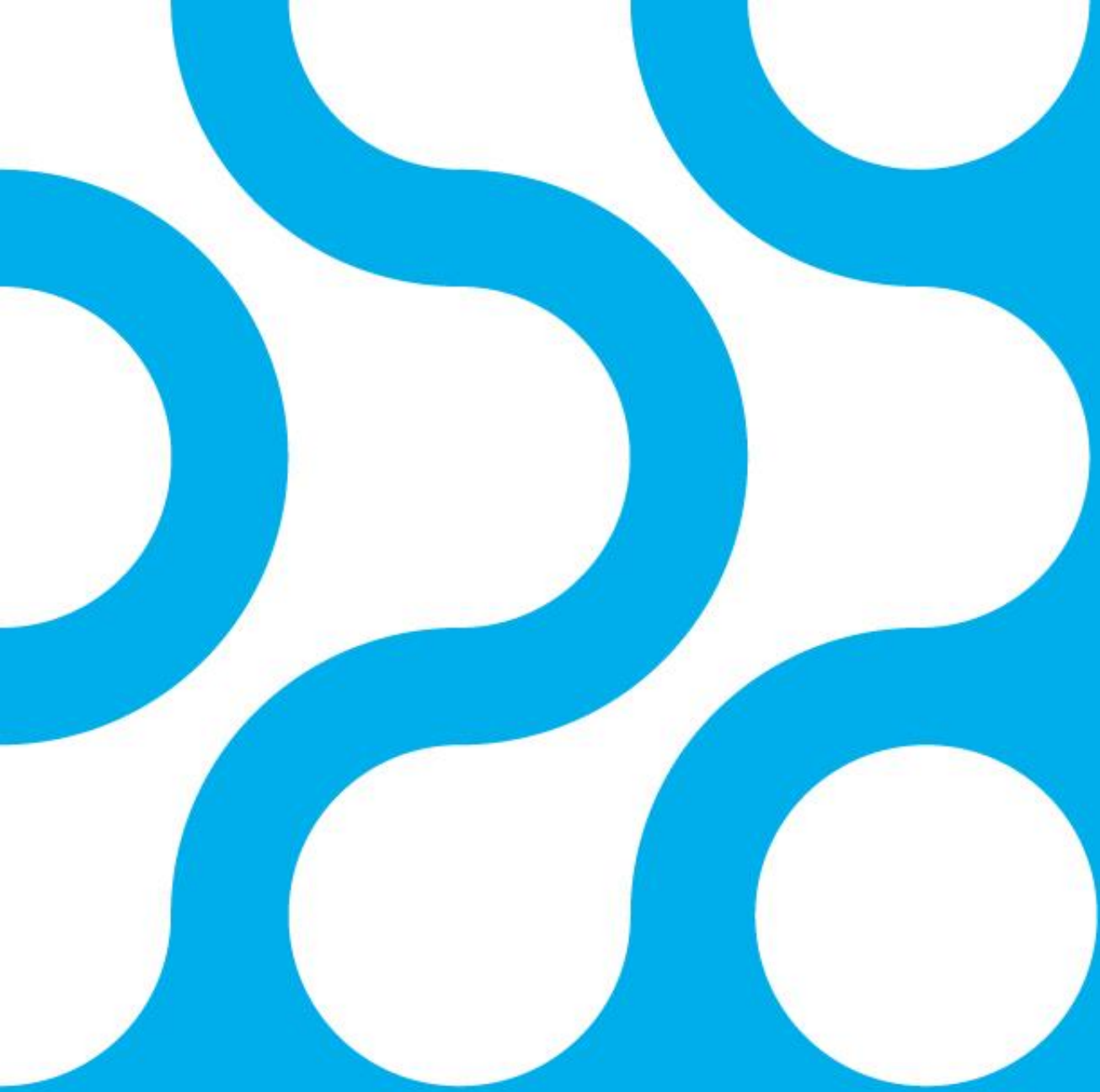
ECIA Resources for the Automated Data Exchange Initiative

Visit the Issues & Practices page on ECIA's website to access:

- a white paper on the initiative's purpose and methodology
- a video demonstration of the information transfer technology
- project explanatory Power Point
- a potential pricing document outlining from a technology provider

www.ecianow.org/issues-practices

Connect. Influence. Optimize.



Connect.
Influence.
Optimize.