Automated Data Exchange Initiative

Independent Manufacturer Rep Council
Initiative Considerations

The Automated Data Exchange Initiative was 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](https://www.themetalcloud.com/aboutmetal)
- Multi CRM POC: [https://www.themetalcloud.com/live-demo](https://www.themetalcloud.com/live-demo)
- Centralized Community Portal: [https://support.themetalhub.org](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
Question 1.

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
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

Welcome to mETaL Hub Support Center

The mETaL Hub is a community portal that provides an opportunity for members and non-members to find information, ask questions and search our knowledge base.
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