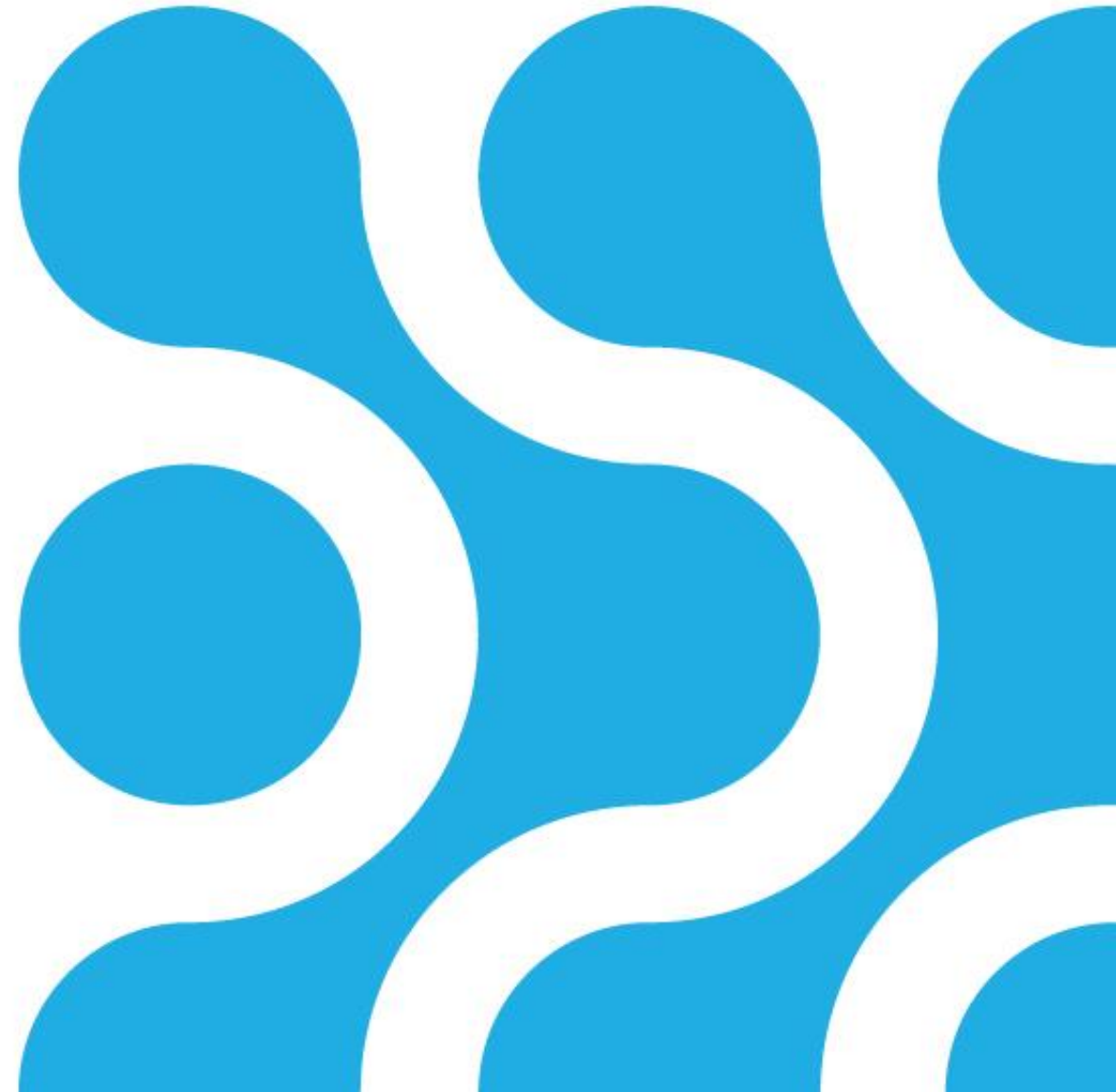


# Automated Data Exchange Initiative

Independent Manufacturer Rep Council



Electronic Components Industry Association





# 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

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- 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)

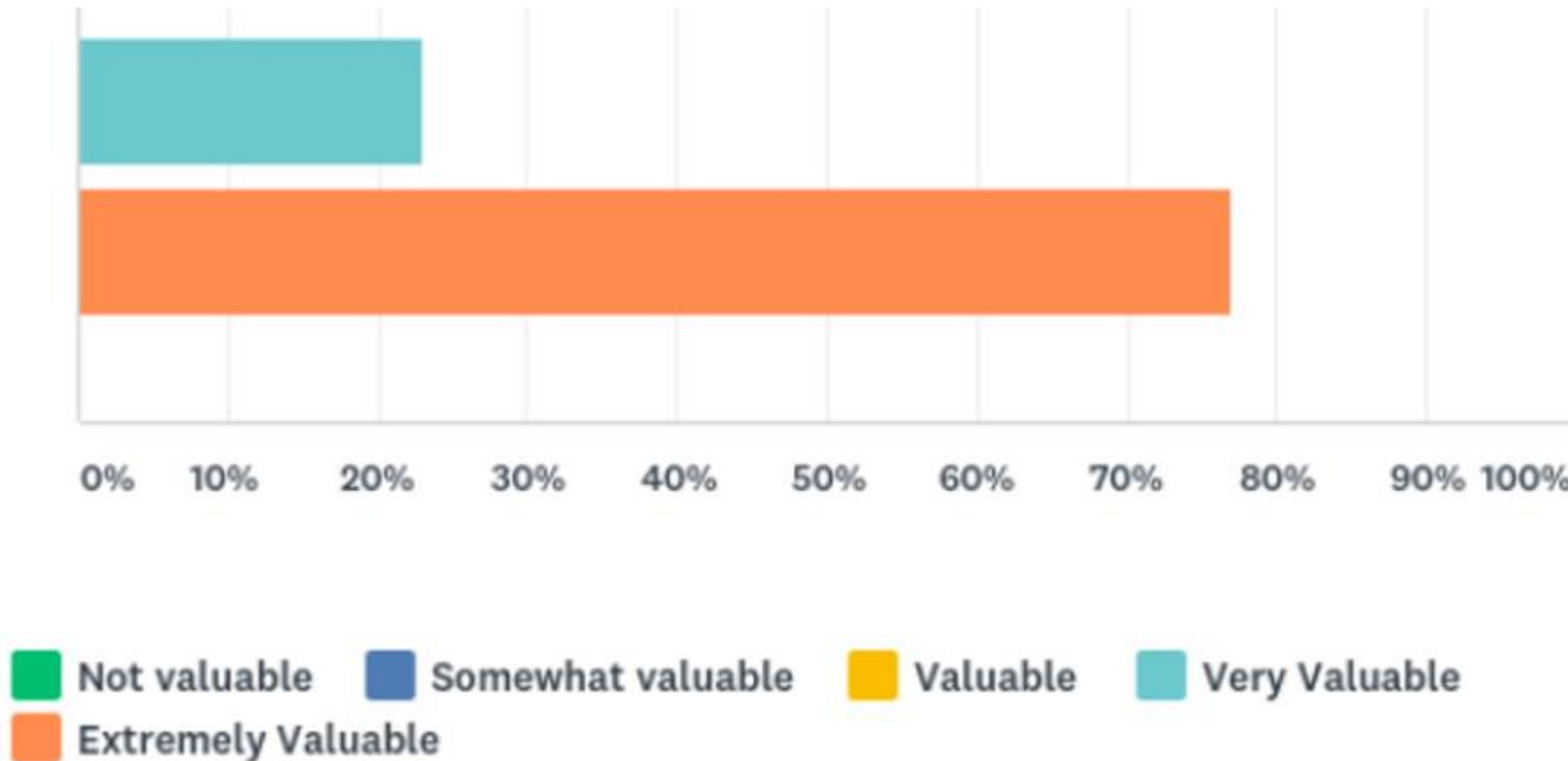


SCALABLE

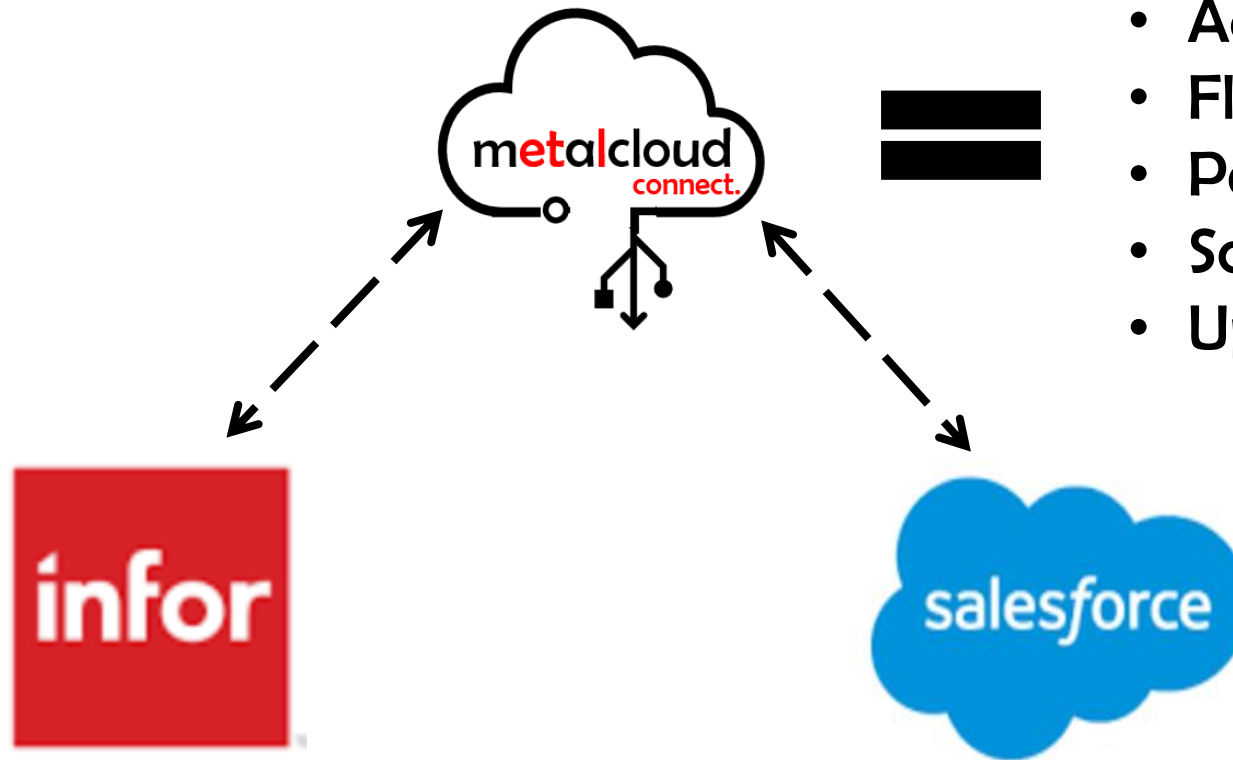
# Initiative Interest



**Question 1.** My company would consider a solution that automates the transfer of data between Rep & Supplier CRM, such as NBO data, to be:

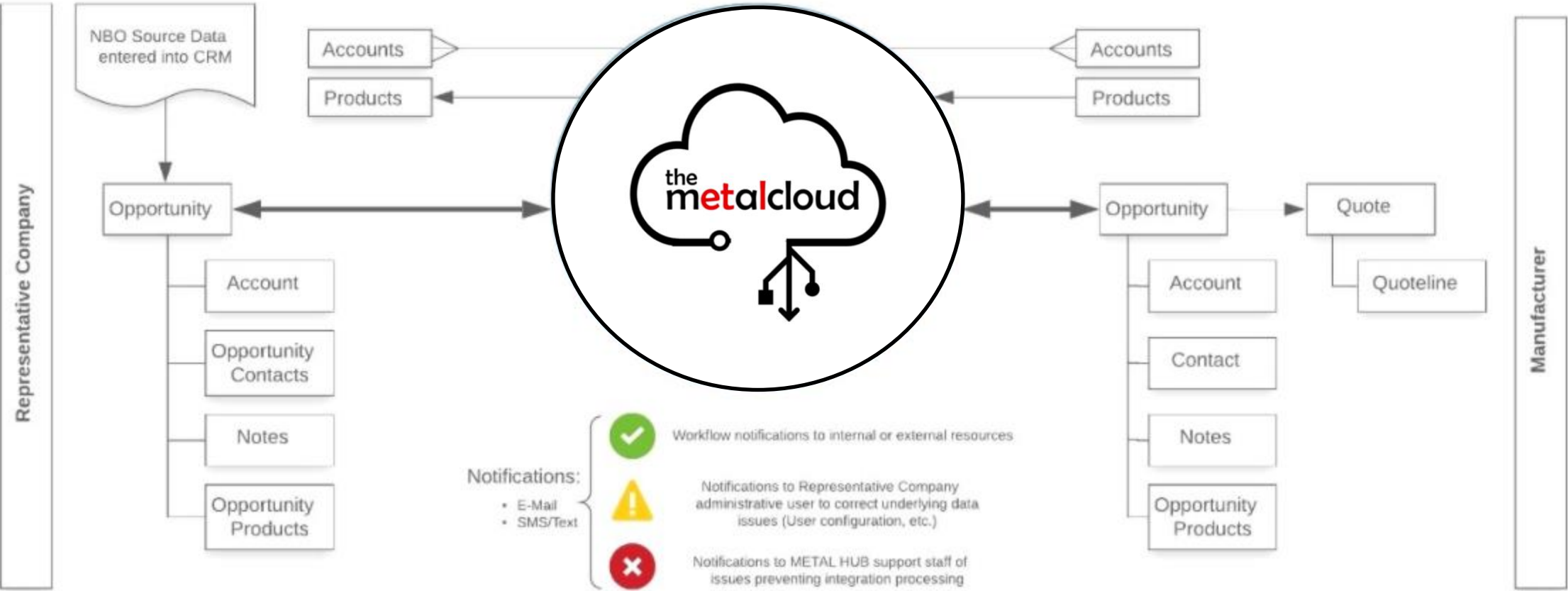


# ECIA Proof of Concept (POC)



- 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



Opportunity - Indoor Unit

Lookup Results   Abracaon 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   Status: Open

Customer: Perimeter Technol... x Q   Est. Close: 3/7/2021

Program: x Q   Actual Close:

Distributor: x Q   Top Opp ID: JB1-98

Contract Manufacturer: x Q   Principal #:

Account Manager: DaMour, Tom   NBD: ☐

Line Manager: Benoit, Jessica   Manufacturer Account: perimeter technol... Q

Sync with Manufacturer: ☒

Comments: newest opportunity for perimeter tech/invisible fencing

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.

## 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

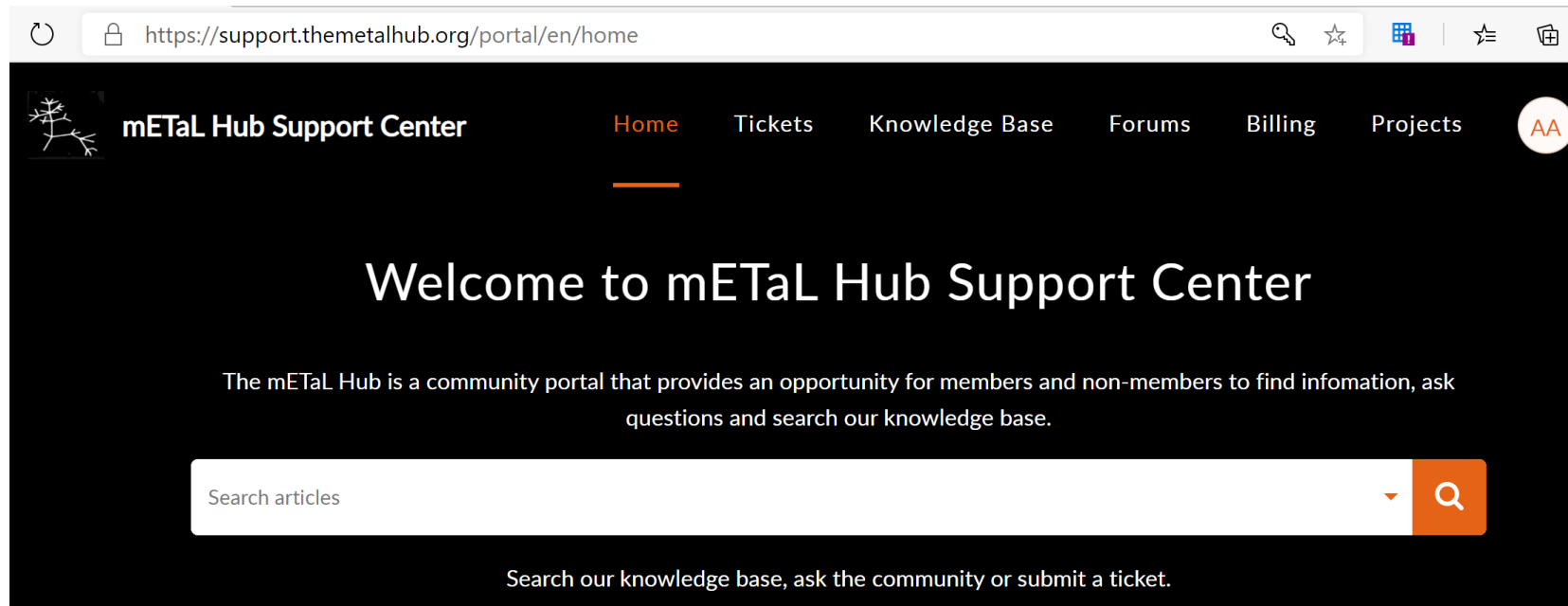


☒ Community Knowledge Base

☒ Subscription Management

☒ Support Ticketing System

☒ Social Forum



## A Protocol



# Next Steps - Other Opportunities to Automate

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- Special Price requests
- Design registrations
- Distributor to Manufacturer CRM systems for NBO tracking

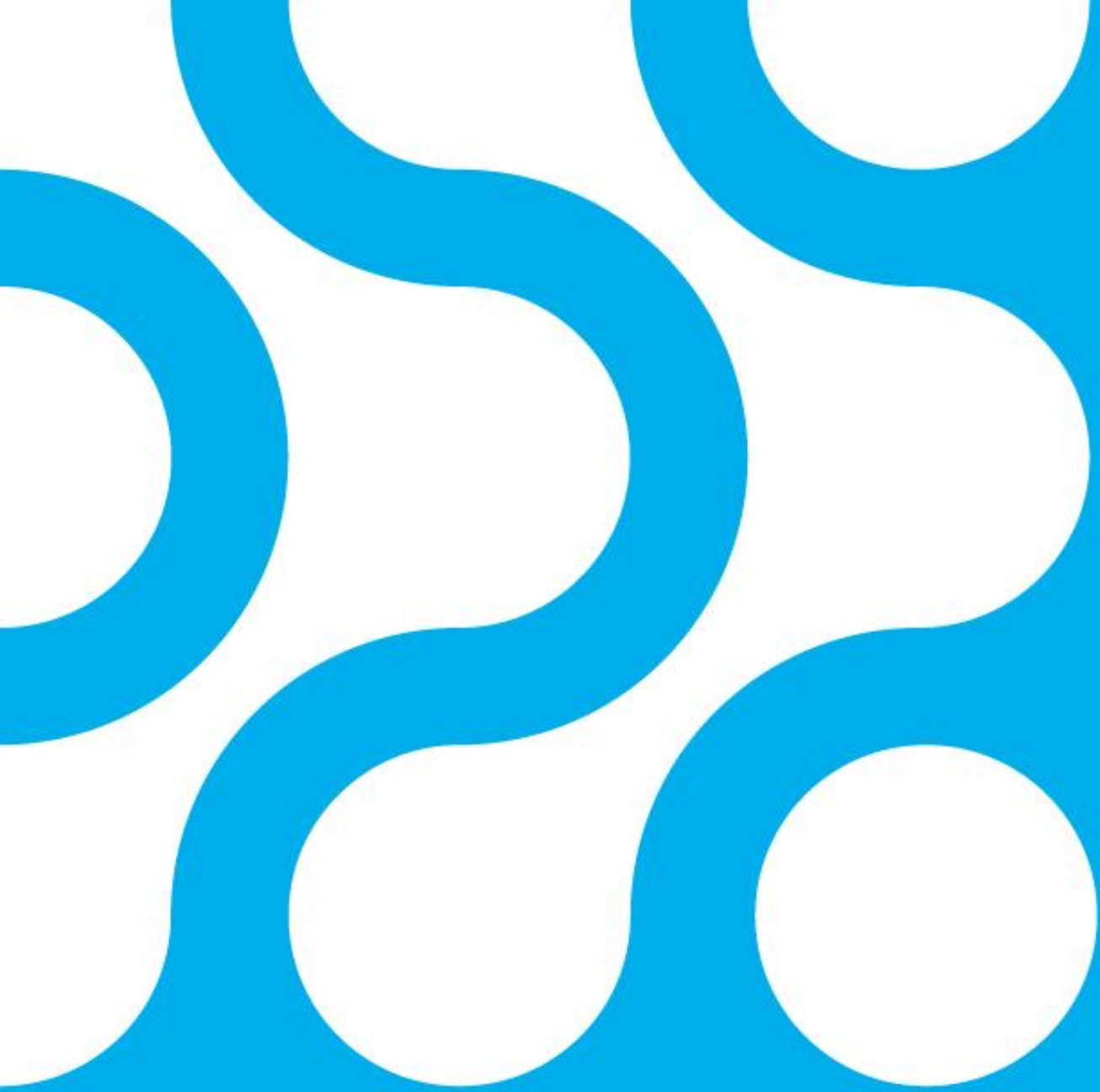
# ECIA Resources for the Automated Data Exchange Initiative

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](http://www.ecianow.org/issues-practices)

Connect. Influence. Optimize.



Connect.  
Influence.  
Optimize.