

Powering New Business



Did you know that **Grainger** generates 25% of its business via e-services? Or that **MSC** generates 28.9%?

Did you ever wonder how?

The answer is having attributed data with graphics that can be used to power your website, customer-specific e-catalogs, procurement systems that your customers use and more.

Trade Service's eDataFlex® Catalog Connect is used by over 150 electrical distributors to power their e-businesses. These distributors' sales exceed \$25 billion, or 45% of the industry's total volume.

If you are looking for new business, online and customized e-catalogs could be the answer. Consider the following:

- As the cost of servicing smaller markets increases (or business in these areas decreases) and distributors close small locations, other web-oriented businesses are marketing into those areas to capture business using easy-to-use websites and improved services.
- Many electrical distributors lose institutional and industrial business to national chains because they cannot easily provide content to populate the customer's purchasing system.

Are you leaving yourself open to a more technologically savvy competitor by not having an ecommerce-enabled website? If so, would you like to have a robust website that generates revenue, with content that is maintained for you and widely used?

Please call **Bob Stone** at **866-561-5942** to learn more and to experience how other distributors are using **eDataFlex Catalog Connect**.

Our Changing Product World

Managing product content is a daunting task, even for **Trade Service**. Consider the resources needed to add almost **150,000 new SKUs in less than six months** to our **eDataFlex** service. And this doesn't count the myriad product changes / updates / deletions that we receive daily.

We know that as a distributor, you depend upon us to ensure the right product and pricing information is in your ERP system. We continue to invest in the people and technology to manage over **6 million SKUs** from **3,000** manufacturers.

You can rest assured that **Trade Service** will be here with one mission -- to provide you with the product and pricing information you need to power your business.

Want to Improve Your Profitability?

We can help. Research has clearly shown the value of clean data.

Depending upon the "quality" of your data, which is dependent upon your upkeep and internal processes, you could increase your profitability by 10-15%. This is based upon improved productivity as well as the ability to charge customers the most current price.

Trade Service will provide a complete, initial match of your database for a small fee.

Manufacturer into Stock Price Program



And while we're cleansing your data, ask us about loading in your into-stock net prices from your manufacturers. All you have to do is email the net price files you receive from your supplier to your Trade Service customer support representative. We'll take care of the sorting, mapping and matching, and put it in your standard weekly update. You'll get the net prices loaded into your system by processing your weekly update without any hassles.

We do this at no cost to you!

Contact **Bob Stone** at 866-561-5942 or by [email](#).

Keeping the Channel Connected

- 650 manufacturers
- 2,600,000 items
- 1,500 brands
- 1,110,000 items with images
- 800,000 items with technical attributes
- 1,200,000 items with catalog pages
- 150,000 additional items populated with image data each quarter (product & thumbnail images, catalog pages, install instructions, MSDS sheets)
- 50,000 new SKUs added per month
- 10 new manufacturers added per month (average)
- 2,800 distributor locations on Supplier Xchange™
- Over \$300 million in parts priced through Supplier Xchange monthly

Reaching Your Customer

- 20,000 contractor / government agency / institutional desktops

eDataFlex®

▶ Take a tour

Supplier Xchange™

▶ Take a tour

TRA-SER[®] sx

▶ Take a tour

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