Case Study:
IDI Members Benefit from PIM-Driven Data Quality

Discover how IDI Independent Distributors Inc. offers its members the benefit of a data management solution through EnterWorks Product Information Management.

The Company

IDI Independent Distributors Inc. is a Canadian-owned business serving the industrial and safety industries. Its approximately 104 shareholder owners consist of over 360 branches, 2,500 employees, almost $200 million in inventory, over $1.3 billion in gross annual revenues, and $900 million in purchasing power.

IDI's mission is to advance the success of its independent corporate shareholders and to work in harmony with them toward the continuation of that success in a free enterprise system. This devotion to advancement and collaboration led the group to explore a Product Information Management (PIM) system for its members.

The Challenge

Member groups are becoming increasingly engaged in enriching product information to address gaps in content quality and the precise details that customers expect. IDI recognized that their members needed richer data via a central repository in order to deliver consistent and trusted product information across channels.

However, the company also understood that smaller individual distributors may not have the resources to deploy a full PIM solution on their own. IDI decided to make a strategic investment in a data management solution to help its members compete with high-quality content in the digital marketplace. Through a PIM solution, IDI could build an immense repository of rich product content and digital assets to help its members grow their business across channels.

Since its inception in 1981, IDI has grown to include a distribution center, a comprehensive and expanding industrial supply catalog, and— among innumerable other innovations—an electronic product database.

Solution

IDI turned to the market-leading EnterWorks Member PIM solution. Through tiered subscription levels, an IDI member can subscribe to content from the master catalog and make it their own. The program leverages IDI's product content while also allowing each member to tailor the content to their company's unique marketing and selling model. All product information and content can be managed under one platform, with one set of robust workflow tools for internal and external collaboration.

The PIM system also features a supplier portal that allows suppliers to directly import product information. Members can then log into the PIM and select the products they want, customize the information for their needs, and publish the data to their e-commerce websites and catalogs as needed.

IDI plans to connect the PIM with hundreds of suppliers so the IDI product catalog stays dynamically updated and validated with the most current information.

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About EnterWorks Member PIM

With a PIM or Master Data Management (MDM) solution, member groups and associations have the ability to streamline the process of product content management for members who may not be able to handle such a large task on their own.

EnterWorks offers a market-leading, analyst-ranked PIM solution that's uniquely positioned to help industry groups transform the way their members collaborate and compete with high-quality content. There are many high-value benefits for members, including capabilities to:

- Obtain and validate product data
- Embed or enable data pools
- Create enriched content and attributes
- Share digital assets
- Generate up-to-date product data, images, and descriptions

EnterWorks is quickly becoming the first choice for cooperatives and associations. We offer an unparalleled, holistic solution that features an easy-to-use interface and best-in-class configurability. We've honed the process of onboarding vendors and helping organizations implement a solution that is successful from the start yet can develop as your business evolves.

Why EnterWorks?

EnterWorks is the most powerful Multi-Domain Master Data Management (MDM) and Product Information Management (PIM) solution on the market today, providing the single view that enterprises need to acquire, manage, synchronize and syndicate all their data, product information, in order to create compelling experiences for multiple customer classes.

Integrated, best-in-class tools—including Sales Portal, Publishing with Adobe® InDesign, Automated Workflow Engine, Syndication, and Digital Asset Management (DAM).

EnterWorks is backed by a team of industry experts providing unparalleled support and innovation such as cloud deployment. As a market innovator, EnterWorks is also leading the way in emerging technology enablement for artificial intelligence (AI), augmented reality, machine learning, and more.

EnterWorks Multi-Domain MDM/PIM

1
EnterWorks Integration and Import
integrates data from both internal and supplier sources

XLS
Spreadsheets

Data from supplier portals

Data from backend systems & applications

Images, videos & other digital assets

2
EnterWorks Data Quality Engine

uses business rules to cleanse, normalize & validate your data

3
EnterWorks Workflow

automates best practices for collaborative management of all master data

4
EnterWorks Federation and Syndication
delivers accurate, consistent & dynamically linked product & brand content to multiple platforms

Websites & Portals

Business Applications

Mobile Apps/ Kiosks

Print & Online Catalogs

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