

Supplier Xchange™

No-Cost Revenue Generation

After the year that most electrical distributors have had, everyone is looking for low cost ways to stimulate growth and profits for 2010. If you are like most successful distributors, you're in the midst of your 2010 planning.

While you are tasking your salespeople and branch managers to develop their 2010 sales goals, perhaps as part of the process, they should take time to learn a little more about their customers. Why? If you know more about your customers, for example, how they may be leveraging technology and software in their business, you may be able to help them be more successful, and ultimately make yourself more successful.

Specifically, ask your customers how they bid jobs today. Is it a manual undertaking, or do they use an estimating software program? Of the jobs they bid, how many do they win? Do they lose some jobs by bidding too high? Or are some jobs unprofitable because they bid too low? Would they be interested in sharpening the whole process by receiving accurate project quotes from you in real time?

Once you discover your customers' adoption and use of technology, you may find that they are ready to increase their level of business with you. Read on below about participating in **Supplier Xchange**.

We service the data needs of over 20,000 electrical contractor desktops, representing billions in industry sales (labor and materials). These companies are becoming very technologically adept and the profitable ones are utilizing technology even more to improve their productivity.

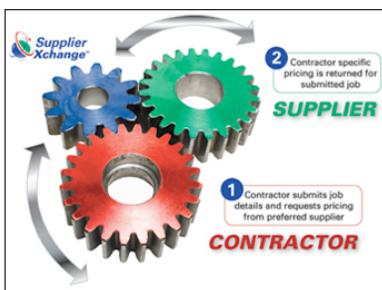
So, how can we help?

Our **Supplier Xchange** initiative has been a resounding success. In 2010 we expect to double the number of contractors who access the system and more than double the number of projects, and the value of those projects, that are bid using this online system.

Participation in **Supplier Xchange** is free to **Trade Service** subscribers. With hundreds of contractors currently using the system, this just might be the no-cost way you've been looking for to add value to your customers and take share in 2010.

Want to start participating and learn more about how contractors are using technology today? We can help you get started and share with you some key questions to ask your customers that will focus them on viewing you as their preferred trading partner.

Contact **Bob Stone** at 866-561-5942 or by email.



eDataFlex®

Capturing Tomorrow's Business

With the electrical market dropping 30% (or more in some areas), many expect the road to recovery (or to getting back to 2007 levels) to be very long. Everyone knows, however, that there are a few steady markets out there ... governments, the educational market, and industrials. Governments always spend money; education is a necessity; and industrials need to produce, but more importantly need to improve procurement productivity.

And customers are getting younger! We're hearing increased interest in e-catalogs to support e-commerce.

E-commerce can be for an online storefront, multiple storefronts (for different customer bases or product segments) or as a direct connection between you and your customer.

To capitalize on this growing market you should:

- Evaluate your customer base to determine their needs.
- Review your storefront software platform (many systems have improved over the past few years).
- Acquire content to drive your system. Our ever-expanding **eDataFlex Catalog Connect** service offers you over 800,000 attributed SKUs, also containing product images and catalog pages.

Contact **Bob Stone** at 866-561-5942 or by email to learn more.

eDataFlex®



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)
- 2,700 distributor locations on Supplier Xchange™

Reaching Your Customer

- 20,000 contractor / government agency / institutional desktops

eDataFlex®

▶ Take a tour

TRA-SER[®] SX

▶ Take a tour

Supplier Xchange™

▶ Take a tour