

Communicating With Your Customer Gets Easier

The New Year brought the introduction of Trade Service's revolutionary Supplier Xchange service.

Supplier Xchange™ is a unique productivity tool that enables your contractor to electronically request and receive a quote from you that can be seamlessly integrated into their TRA-SER® software or their estimating system, in real time.

The process is easy, and you have full control over who receives your pricing, and what level of pricing you provide for estimating purposes. To receive your pricing:

- The contractor registers to participate.
- The contractor selects the distributor from whom pricing is requested. (You approve or reject the request.)
- If approved, the contractor submits a bill of materials.
- The system matches the item list to an item file and pricing level you have previously set up on the Supplier Xchange server for that customer. (You receive notification of all requests made so you can jump in at any point to provide any additional service that you may deem necessary.)
- Your customer-specific pricing is electronically transmitted to your contractor for use within their bid or project.

We've been piloting Supplier Xchange for the past 6 months. To date, over 50 distributors representing nearly 2,000 locations have registered to participate. To learn more about Supplier Xchange click on the logo below.



New Partnerships & A Product Release

The last quarter has been very busy here at Trade Service. In that period, we:

- Entered into a content sharing agreement with Electrical Wholesaling and Electrical Construction and Maintenance (EC&M) to support our new contractor and distributor content portal which was launched on January 5, 2009. (Read [announcement](#)).
- Developed a strategic partnership with Equity/EDN. (Read [announcement](#)).
- Engaged in a relationship with Expert Consulting Systems to support their distributor clients. (Read [announcement](#)).
- Announced the January 5 release of our Internet-based TRA-SER SX content service to electrical contractors. (Read [announcement](#)).
- Announced the January 7 release of our Internet-based TRA-SER SX for Distributors. (Read [announcement](#)).

Keeping the Channel Connected

- 650 manufacturers
- 2,000,000 items
- 1,400 brands
- 800,000 items with images
- 800,000 items with technical attributes
- 50,000 new SKUs added per month
- 10 new manufacturers added per month (average)
- 2,000 distributor locations on Supplier Xchange

Reaching Your Customer

- 20,000 Contractor desktops

Product Attributes ... Driving Tomorrow's Business

You may have heard the phrase "content is king" as it relates to product information on a website or within the enterprise system. The phrase comes from the belief that the more information that is available, for example, to describe an electrical product, the more beneficial it becomes to the user. Clearly, the more precisely a product can be described, the easier it is to locate and buy, particularly within a large database. Having comprehensive and accurate descriptive data becomes a critical factor when setting up an online store or when a distributor's customer-facing staff is challenged to retrieve product information in real time while on the phone with customers.

For this reason, Trade Service invests heavily in attributing the product data that we receive from manufacturers. Each month, we add product images and populate attribute values for over 75,000 SKUs. To date we have developed technical properties for over 800,000 SKUs and added graphics to 800,000 SKUs.

Growing customer demand over the past few years has driven our heavy involvement in product attribution:

- Distributors using our database through their eDataFlex® subscription benefit by being able to easily and quickly retrieve product detail from within their large enterprise database.
- Distributors leverage eDataFlex's searchable descriptions to provide a positive experience for their customers who require fast and efficient information retrieval from their eCommerce websites.

Transactional data is vital for keeping your pricing up-to-date. But at Trade Service, we go much further to deliver all the information you need to power your business.

If you would like to start using enriched catalog content in your business system or Internet storefront, give Mary Melton a call at 800-710-8987.