From Failure to Success

How the Industry Data Exchange Association (IDEA) transformed a 20 year company in 9 months, with PIM
Introducing EnterWorks

- Empowering Business & IT Users for over 21 years
- All-in-one platform for MDM, PIM, and DAM
- Only Solution that is a Leader on both the Forrester PIM and MDM Waves
- Highest customer satisfaction marks on industry analyst reports
- Industry expertise: distributors, manufacturers, retail, hospitality, service companies, and member / buying groups
- Strong Global SI & Technology partnerships

Business Mission
Enable Our Customer’s Growth, Efficiency and Differentiation through Exceptional Competency in Data as Enabled by our MDM Technologies

Complexity Mastered
Master Shared and Application Data for Business Model Agility

Differentiated Experiences
Leverage Multiple Domains for Combinatorial Precision

Discrete Views of Everything
Provide a Central View of Data Across Enterprise Networks
### A Division of WinShuttle®

#### Global Customers
- 2,200+
  - Global Customers

#### Licenses Outside U.S.
- 51%
  - Licenses Outside U.S.

#### New Accounts Annually
- 200+
  - New Accounts Annually

#### Net Promoter Score
- 48
  - Net Promoter Score

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How the Industry Data Exchange Association (IDEA) transformed a 20 year company in 9 months, with PIM
About IDEA

- Owned by the Electrical Industry
- 2.5 million SKUs
- 210 Billion attribute syndications yearly
- 82 Million sku's w/ attributes, pdf's, images downloaded yearly
- 4 Million digital assets
- 38 people - 3 to manage and run information technology
After 16 years, IDEA needed a new platform.

- Speed to Adapt
- Capability
- Dated Technology
Bill Gates calls the digital world “business at the speed of thought”

- The IDW can take several days to add an attribute
- The data import process – initial 18 hour training for manufacturers
No API capability

No Syndication capability

Simply – IDEA needs to be able to respond to the needs of the industry.

**Flexible – Scalable – Repeatable**
Behind a vendor’s firewall

Finding resources to support the IDW long term will be an increasing challenge.
2016

Began an MDM implementation to replace the current data synchronization platform
And the project failed - 2018

- 2 years
- Cost
- Competitive advantage
- Industry trust

We were on life support and had to get it right
ACTIONS:

Lessons Learned

1. Our knowledge of our current system was poor
2. Bad documentation
3. Weak project management (Internal and External)
4. Chose the wrong platform for all the “right” reasons

Selection Process

1. Put everything on the table – MDM / PIM, ETL, Upgrade current platform, Develop new
2. Conducted vendor workshops BEFORE the RFP
3. Sent out RFP – then required Proof of Concept’s
4. Built accountability into the agreements
Dec 2018 – Selected Enterworks
Sept 2019:
✓ 900 customers are in training and on the platform
✓ 240 validations
✓ 20 workflows
✓ Tens of thousands of “authorizations”

Connector was showcased at our customer forum in September – something we had to plan months ago –

“this platform is a game changer – they got it right” - A Board member who went to the training, commenting to the Board

We are on time, on budget, platform built, no scope challenges
How?

1. Selection
2. Strong team
3. Don’t “wing it” – scope is known on day one
4. Time is Money - make decisions. If you are not ready to make decisions, or have not empowered people to make decisions – you are not ready.
5. Project Management - there are project managers and then there are those that call themselves project managers
6. “Tell me what we need to hear, not what you think we want to hear”
7. No “Honeymoon” period - and if you do not know earned value project reporting, learn it.
8. Accountability is a wonderful thing – be accountable

The Results
WHERE WE ARE
Fusion
Too many data files? Slice, dice and make Julian fries with the data and data sources

Syndication
Collect, Create, & Collage your data—let IDEA do the rest

API to API
You have been asking, Connector can now go machine to machine

Partner PIM
That’s right—IDEA can offer a PIM and link to/from CONNECTOR

IDEA Ignite!
Lessons learned from other industries on how to gather and disseminate your data, one time—led to M-SQL

Translation
Translate the data in Connector

eCommerce
From Manufacturer to Distributor eCommerce platform—in auto

Partnerships
We leverage the industry and created cost saving partnerships
Any Questions?
Thank you