



UNLEASH THE POWER OF YOUR POINT OF SALE DATA

The success of manufacturers often relies on the strength of their distributors. Distributors often turn to their manufacturers for resources and guidance. The manufacturer rep plays an important role to both. The **POSConnection** provides a secure industry hub for POS capture and standardization of POS data. Enabling the manufacturer to provide their reps with accurate and timely compensation calculations.

As valuable as point of sale data is, the methods for capturing it have traditionally been cumbersome. In the absence of standardization, companies have been required to come up with their own criteria. This usually requires distributors to provide the data in multiple formats to a range of manufacturers. On the other end

of the transfer, manufacturers receive data from many different sources at different levels of accuracy. The result is a transaction data set that's more incorrect than correct.

POSConnection provides a streamlined, standardized data collection and reporting platform that connects manufacturers and distributors.

POSConnection is proud to partner with **NEMRA** and have the support and endorsement of both NAED and NEMA in introducing the first industry hub point of sale solution.

POSConnection has a defined process supporting electrical manufacturers and distributors by providing the capture and standardization of data for the electrical industry.



POSConnection for Manufacturers

Easily access consistent, validated point-of-sale data from distributors and independent reps

It's no surprise that manufacturers today increasingly feel the need to capture and utilize point of sale data effectively. With complete and accurate point of sale data, you can analyze your business and make smarter decisions around new products, lead allocation, growth opportunities, and market penetration.

POSConnection provides a streamlined way for you to collect this valuable point-of-sale data with ease.

- **Clean, Standardized Data**
Access validated and consolidated point-of-sale data each month from each of your channel partners
- **Accurate Rep Compensation**
Ensure the independent sales representatives are correctly compensated thanks to complete and accurate point-of-sale data
- **Tracking & Reporting**
Review completion rate of provided data and access complete history of uploads on-demand
- **Cloud-Based Platform**
No additional hardware or software is required for you or your channel partners to use POSConnection

Point of Sale or Point of Transfer?

POSConnection collects, validates, and transfers both point-of-sale and point-of-transfer data between distributors and manufacturers.