



NATIONAL ELECTRICAL MANUFACTURERS  
REPRESENTATIVES ASSOCIATION

## ***NEMRA Insights - Technology***

### ***Addressing the Issue of Sharing Data between Manufacturers and Representatives***

Today, NEMRA Representatives spend “countless” hours managing “non-revenue” producing, manual administrative tasks across multiple platforms.

#### ***The Current Model of Sharing Data:***

*NEMRA Representatives utilize Multiple ERP Systems, Manual/Repetitive Processes, and are managing the data of the business, reactively rather than proactively.*

- *Why? Reps are limited by the lack of data, the timeliness of data and ease of access to data.*

#### ***The Future Model of Sharing Data:***

##### **NEMRA Representatives become much more collaborative as an extension of the Manufacturer**

- Everyone within the rep firm will now work from a unified, collaborative platform...anyone and everyone within the rep firm can now enter quotes, check stock, confirm price and quickly move the manufacturer into position to “secure the order”

##### **NEMRA Representative “sales” teams become “mobile”**

- Speed becomes the differentiator as the entire process shifts to “real-time”.
- Inventory/pricing questions are easily and immediately addressed by anyone in or out of the rep office, resulting in less utilization and dependency of the manufacturer’s support team.
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##### **NEMRA Representative sales personnel will now be able to respond, in real time, to any customer, at any time and on most any question.**

- Customer service speed and accuracy gets a major upgrade.

##### **NEMRA Representatives quotation process gains efficiencies while accuracy and speed improve.**

- Attaching a submittal package or multiple spec sheets is achieved with one touch.
- Reps who have responsibility for more than one “line” with the same manufacturer can now move from one line to another efficiently and quickly.
- Simultaneous access to inventory while entering a quote request results in less utilization and dependency of the manufacturer’s support team.



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# NEMRA™



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**NEMRA Representatives with real time view of data translates into real time goals and improved planning for manufacturers**

- Reps will now be able to provide daily/weekly/monthly sales goals based on sales history combined with current sales information, with the ability to focus all the way down to a single new product.
- Reps will now be able to view the quote win/loss history (down to the person - not just the contractor/distributor), as well as an overall win/loss price history on a single SKU.
- This enables reps to provide better information back to their manufacturer, as well as distributors, to plan, adjust, or even change course, helping everyone to move quickly into a winning position.
- Having visibility to EDI orders, is another way reps can drive adds, adjustments, or identify problems proactively.
- Because reps have more knowledge of local customer buying habits they can now better assist the manufacturer in managing/driving the addition of new SKU's.

**For NEMRA warehousing Representatives, managing inventory, based on current sales history, becomes simpler and more accurate.**

- Strategically moving dollars to inventory that is moving -vs- having some of everything makes your local inventory smart and valuable.

**No VPN connection required.**

- Specific data is provided only when requested. TTS, for example, will allow reps to streamline the connection to real time data.
- API access to a specific set of data strengthens the cyber security position for the manufacturer by eliminating direct network access to raw data in SAP.



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