



## NEMRA Insights - Technology

### Overview of Data Communication Between Manufacturer and Representative

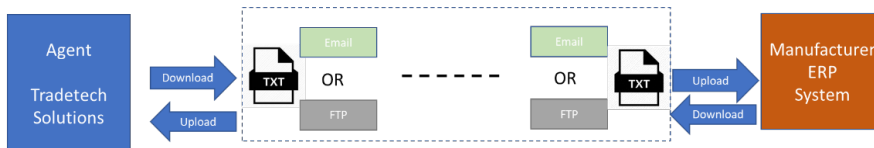
#### 1) EMAIL

- a. Results in duplicate, manual entry into all the systems that wish to share the data.



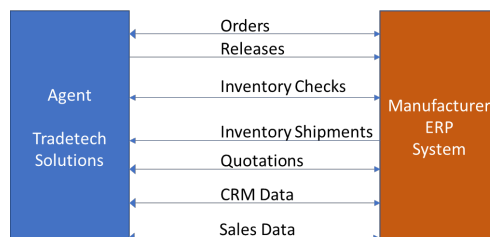
#### 2) FILE SHARING

- a. Example:
  - i. EDI documents to and from Distributor and Manufacturer
  - ii. “.Out” or “.In” file (NEMRA Standard formatted file)
  - iii. Excel files
  - iv. Transferred by Email or FTP
- b. Avoids duplicate entry
- c. Requires data to be in a specific/certain format for uploading into systems



#### 3) API's (Application Program Interface)

- a. Direct connection between 2 computer systems
- b. Extremely FAST.....typically seconds.
- c. Upon transmission of a request, the receiving computer sends back to the sender:
  - i. “Success”
  - ii. Vendor Order Number
  - iii. Inventory check
  - iv. Etc....
- d. Minimal user interface...in some cases - no user interface required
- e. Extremely SECURE
  - i. Uses SSL Protocol
    1. SSL (Secure Sockets Layer) is a security protocol that creates an encrypted link between a web server and a web browser.



# NEMRA™



NATIONAL ELECTRICAL MANUFACTURERS  
REPRESENTATIVES ASSOCIATION

It is important to understand how we currently share data. Based on our knowledge, we can conservatively say about our members regarding usage of these 3 methods that:

- 1) 60% - Utilize Email
- 2) 27% - Utilize File Sharing
- 3) 3% - Utilize API's

From this knowledge, it is clear that we can and do have a significant opportunity to facilitate improvement in the data sharing relationship between manufacturers and representatives.

At this time, NEMRA Service Provider, Tradetech Solutions, can accommodate any of the 3 identified means of sharing data but we, NEMRA, highly recommend the API method.

Outside of the reasons already brought forth in this document, two additional considerations of sharing data through an API connection is that it allows the representative to stay in their computer system and have no need to enter data into a manufacturers portal.

Tradetech Solutions is currently working with and connected Signify and Topaz through API's.

To understand and learn more about how these manufacturers are benefitting from sharing data through API's, please contact TradeTech Solutions President, Matt Scarborough at 914-524-8660.



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