

Press Information

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New E/D/E Data Management Begins as Top Priority

The purchasing and marketing association is decisively expanding its competence in the area of product and process management: starting with the fittings sector, the company is investing in the future of modern product data maintenance.

Wuppertal – In 2013, the E/D/E is launching a new era of data management. The management has given the green light for the large-scale, top-priority “Electronic Data Centre” project – EDC for short. As the link between contract suppliers and distributors as well as their downstream customers, the E/D/E assumes a responsible function. The company will therefore introduce a completely new product information system (PIM) as part of the EDC.

To this end, the E/D/E sector responsible, eBusiness, is being provided with all of the necessary investments in staff, training and technical equipment. “The heart of our company and our business activities is and remains the products. We will therefore make all the services concerning the products our top priority,” says E/D/E board chairman Hans-Jürgen Adorf. “Our investments for this are in the million-euro range.”

In the product sector of sanitation and heating, the E/D/E is already offering first-class service. A total of around 800,000 product data from all the main suppliers are available to the distributors accurately and in time. The E/D/E is now expanding this service to all product sectors on the basis of the new technology.

Initially, the data from the important E/D/E specialist area Fixtures, which includes over 250,000 items with around 100 contract suppli-



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ers, will be prepared. In the technical trade and industrial safety sectors, the specific preparations are likewise already underway. The other sectors represented at E/D/E will follow subsequently.

The previous data management for all E/D/E catalogues was already moved from the E/D/E eBusiness sector to the E/D/E marketing sector and merged with the catalogue management sector in January. “The E/D/E management sees the conceptual, technical and personnel separation between the current data management and the new EDC as a major success factor in the reconstruction,” says Martin Reinke, head of the E/D/E eBusiness sector. “Among other aspects, this concerns harmonisation of databases – and therefore also quality assurance.” In the future, all requirements should be covered from this comprehensive data pool, whether for the distributors’ ERP systems or for printed catalogues and online platforms.

“The entire data management sector is being reconfigured with the E/D/E core project EDC. As such, we are creating the conditions for further, lasting success for our members and co-operation partners,” says Dr Andreas Trautwein, whose responsibilities on the management board include the eBusiness sector.

The EDC logo and other pictures for E/D/E can be found on the press stick and downloaded in the Press Information area at www.ede.de.

E/D/E

The E/D/E (Einkaufsbüro Deutscher Eisenhändler GmbH) is Europe’s largest purchasing and marketing association in industrial B2B, with 1000 affiliated medium-sized trading companies and 354 further retailers. These companies trade in tools, machines and company equipment, building fittings and building elements, sanitation and heating, steel and mounting technology, welding technology, security systems and industrial technology as well as occupational safety products. Most of these member companies primarily supply to commercial buyers from industry, trade and local councils.

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