



ETIM: 3 steps to
standardizing
your data





Standardizing your data

Adopting ETIM standards is not an overnight project: it takes time to classify your products and to gather the data that is required, and it can be difficult to know how to approach it.

How can Amplifi help? We're an award-winning data management consultancy. We get data; and we understand your industry. We've worked with the likes of B&Q, Sherwin Williams, CEF, Luceco and Kingspan helping them solve their data challenges.



Supplier Partner

But what does that mean to you? It means we understand the huge opportunity that digitalisation brings. It means we know the pitfalls of not standardising your data. It means we're trusted by the EDA and BMF to support their members.



Affiliate Partner

In this booklet we layout 3 steps you can take to start to uncover the benefits of ETIM compliance, such as a more efficient digital supply chain and providing your customers with better product information.



Stuart Squires
Consulting Director, Amplifi



Map out your existing categorisation to the ETIM classification

When someone asks “how good is your data?”, what do you say?

You see, “good” is a subjective term that can often take a long time to define, especially with product data.

Thankfully for organisations like yours, ETIM defines “good” for the management of electrotechnical, HVAC and building material product data.

Different attributes are required for different products. You don’t need to know if your putty knife is Compatible with Alexa; but you do for light bulbs. Or are they lamps? You get the picture.

The definition of “good” is set depending upon where the product lives in the classification system, so it is important to make sure that your products land in the correct place.

By classifying data into an industry standard format, you’re able to group attributes such as technical specifications and performance data that B2B buyers need in order to match a product to a specific requirement.

Sounds “good”, right?



How can you map your classifications to ETIM effectively?

Depending on how much product data you have, there's several steps you can take to map your existing categories to the ETIM classifications:



Set up a method of tracking and communicating your progress to the people who care within your business.



Prioritise your work by what is important. Is 80% of your revenue generated by a small number of categories? Do them first.



Take your existing categories in priority order and search for the equivalent categorisation in the ETIM classification.



Where you cannot find a match, search for features or values within the ETIM Classification that are unique to the products for which you are trying to find a home.

If you need help with mapping your classifications to the ETIM standards, Amplifi can provide tools and expertise to accelerate this mapping. That's particularly important if you have an abundance of products.



Ensure that your newly classified data fits the ETIM standards

With the definition of “good” set, you can start testing your data.

Now that your putty knife is in the correct Class, ETIM informs you that, amongst other things, it should be given a Shape.

Not only that but Shape must be one of double spatula, plaster spatula, glue spatula, palette knife, taping knife...the list goes on.

Now you need to do that for all your product data.

- What does your existing data say?
- Do you even store this data now?
- If you do, do you use the same standards and conventions?

The likelihood is that there may be some sets of product data that are more complete or easier to match than other sets.



How can you make your existing data fit the ETIM standards?



Prioritise your categories and products and set up a method of tracking and communicating your progress



For each category, map your existing attributes to the attributes defined by ETIM and note where there are gaps



Agree on transformations and calculations that should be applied to your existing data (e.g. you may currently store "palette knife" against your product but now "palette-knife" must be the stored value)



Define and agree a data collection process so that you have the right people populating data that isn't stored



This one's the tough one – roll your sleeves up and work through the data

Need support? Amplifi's tools and expertise help to accelerate the mapping, the identification of gaps, the creation of transformations and calculations and the reporting of progress.



3

Define your data management and invest in PIM technology

Now that your data is “good”, keep it that way.

The hard work doesn't stop there; new products will come along, suppliers will change product names.

It is almost certain that you will have to maintain your existing categorisations and data alongside ETIM and managing both will quickly become a chore.

By introducing Product Information Management (PIM) technology, you can convert your transformations and calculations into rules. That means you can choose to work with either ETIM or your own classifications and automatically update the other. Some PIM solutions even automatically update the ETIM standard for you.

Amplifi work with several of the marketing leading PIM solution providers. Not only that, we are also actively working with organisations like yours to make PIM do the hard work around ETIM.

Next time someone asks you how good your data is, we can help you give a firm and confident answer: “it's good”.



Standardizing your data

How can Amplifi help?

Amplifi is an award-winning data management consultancy that works with organisations to unlock the value of their data.

Not only do we understand the technical aspects of ETIM, we also understand the positive impact that good data management has on businesses like yours.

Better data is the starting point for any company to become truly data centric.

As well as ETIM support, we provide the full suite of data management services including advisory, delivery and support services for Master Data Management (MDM), Product Information Management (PIM), Data Quality, Data Governance, Data Migration and Data Integration.

Gartner®

For four years running, Amplifi has featured in Gartner's annual Market Report for MDM External Service Providers and is one of only 20 vendors to be included globally

Amplifi have worked with many organisations to ensure their data management is world class



B&Q

LUCEC®



SHERWIN-WILLIAMS.





Do you need support getting your data ready for ETIM? To find out how Amplifi can help, please contact us:

+44 (0) 1926 911820
hello@amplifiuk.com



www.amplifiuk.com