

ETIM UK

Journey to date and next steps



Margaret Fitzsimons
CEO, EDA (Electrical Distributors' Association)



Agenda

- Review of ETIM UK's three-year journey
- New Structure for the future
- New Partnership for new sectors of ETIM
- What happens next



Conceived - *against a backdrop of Digital Transformation*

- **Digitalisation** - transforming business and consumer behavior
- **Impact of e-commerce** on bricks and mortar outlets
- **Slow adoption of digital** by Construction industry and Government Strategy for Digital Built Britain
- **Growing number of BIM** initiatives

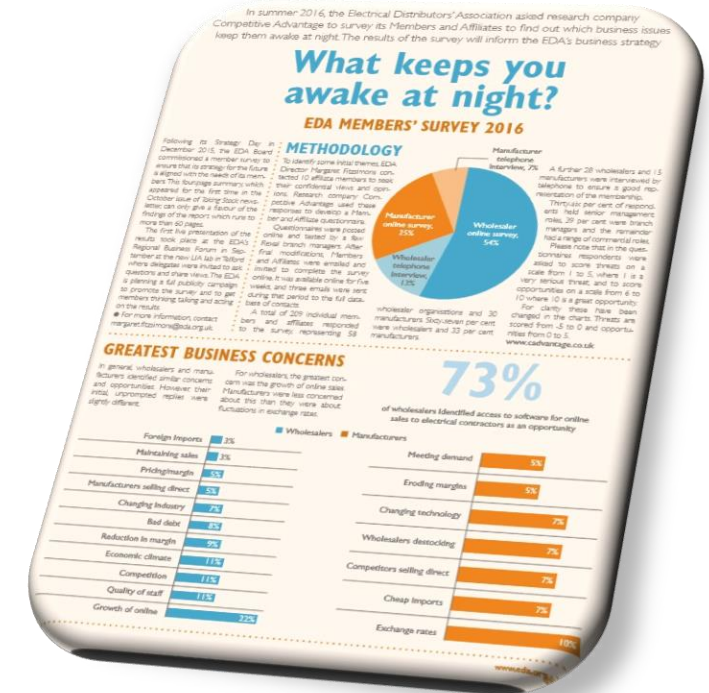


Industry Digitalisation - challenge and opportunity

- Wholesalers said:

- 80%** *big threat from new online entrants*
- 73%** *identify online sales as biggest opportunity*
- 40%** *unfamiliar with BIM*

- Customers ordering on mobile devices, a major opportunity

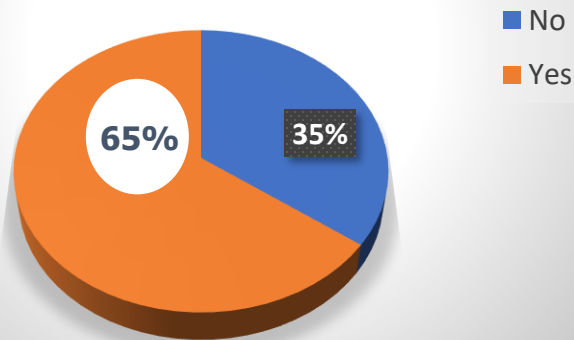


UK Data situation - Wholesalers (2017)

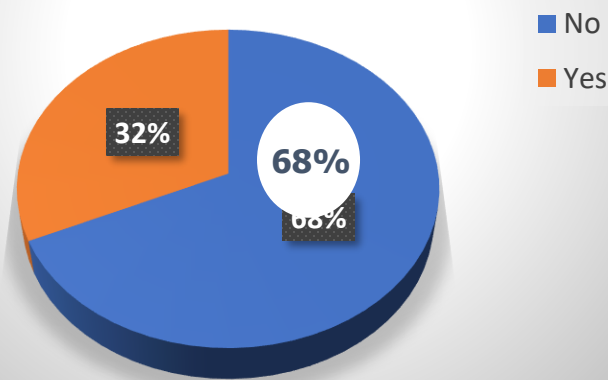
5-7% UK wholesaler sales via internet

* Data supplied by  EDA
Est. 1914

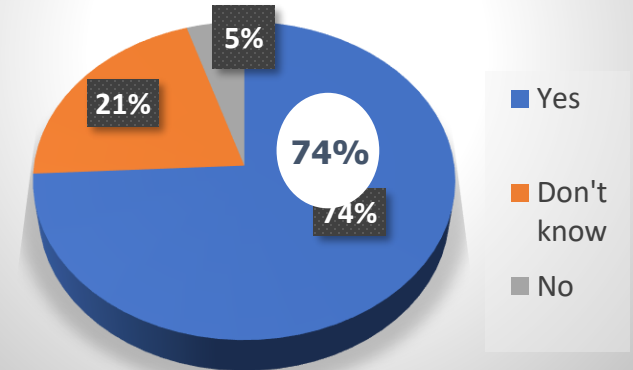
65% EDA wholesaler members planned to trade online within next 2 years



68% held no enhanced or enriched product information



74% said enhanced technical information would help develop e-commerce capabilities.

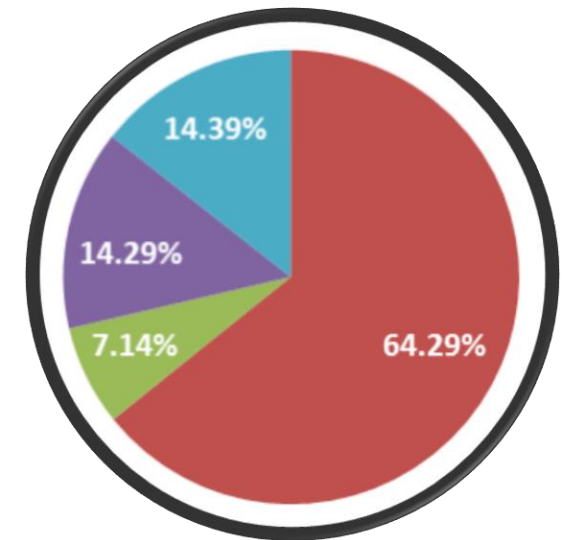


- **Product Data** for websites or ecommerce sites must be re-input by wholesaler

UK Data situation - Manufacturers (2017)

- Majority of EDA affiliated manufacturers >1,000 – 10,000 SKUs
- 'Containerised' data
- 93% of manufacturers seeing an increased need for digital data
 - *'Richer' / more formats / more delivery pools*
- **New 'Data - Cradle to grave strategy'**
- **Investment in 'BIM' and central 'PIMs' & 'DAMs'**
- **New Data roles: Chief Data Officer**

Number of SKUs
per manufacturer



- Up to 1,000
- 1,001 - 10,000
- 10,001-20,000
- 20,001 - 50,000
- >50,000 skus

EDA role to encourage and facilitate digitalisation
within the **electro-technical** wholesale channel

We have to digitise our data to digitalise our businesses

We need a common standard for our digitised
data for an efficient supply chain...

...ETIM

What is **ETIM**???

- Started life in Netherlands in 1991
 - **E**lectro-**T**echnical **I**nformation **M**odel
- Growth in new countries and new sectors
 - **E**uropean **T**echnical **I**nformation **M**odel
- 2015 USA & Canada join
 - **ETIM** **T**echnical **I**nformation **M**odel (**ETIM**)

2017 - Unknown acronym to industry jargon

- **EDA becomes a member of ETIM International** – National Organisation for UK – and commits to becoming the promoter and guardian of the standard in UK
- **ETIM launched to electro-technical sector**
- **Circa 50 Company** specific visits and ETIM-ready audits
- **Advisory Group** formed
- **Communication Channels created:**
 - *Website, LinkedIn, Regular feature in Taking Stock, press briefings and articles*
- **Liaison with ETIM International** via General Assembly and Technical Committee



2017 - Unknown acronym to industry jargon

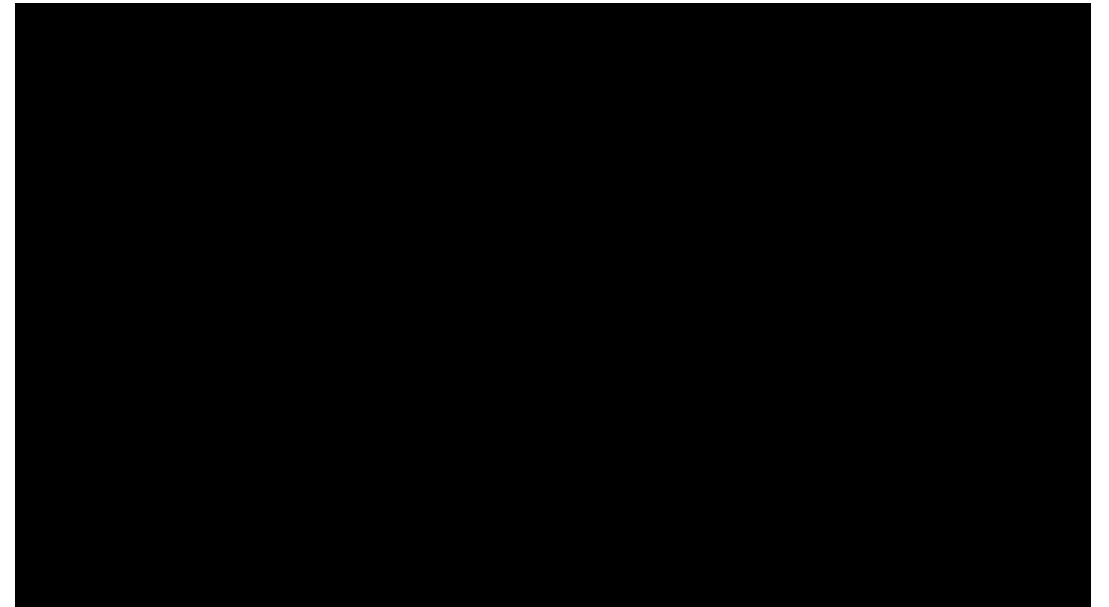


2018 - Anglicise and Standardise

- **Product Working Groups**

formed to crunch through >100,000 lines of standardised data – product by product

- **Advisory Group** continues to meet
- **Provision of Technical support** with ETIM implementation for companies
- **Ongoing liaison** with ETIM International
- **On-going communication** via various media channels



ETIM UK – Ongoing Communication



2019 – Not just a standard required

- **Standardisation work continues**
- **Advisory Group continues to meet**
- **Ongoing communication**
- **Liaison with ETIM International via General Assembly and Technical Committee**
- **PIM and ERP Round Tables organised.**
- **UK adds to the ETIM standard**
- **Introduction of White Papers**

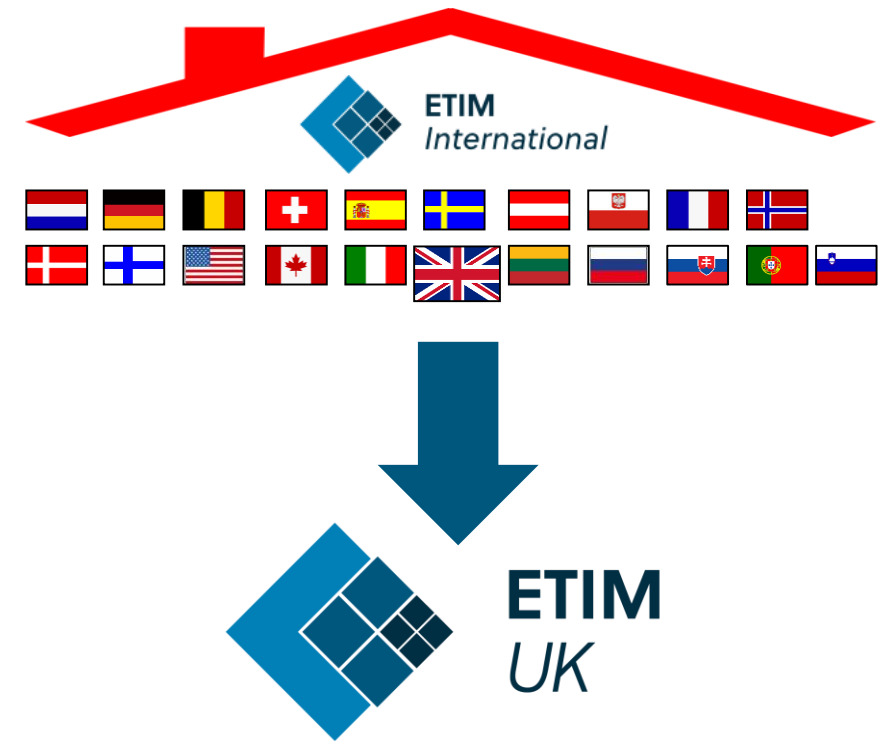
Richard Appleton carries out a **6-month proof of concept** for the creation of an **industry-owned data pool** with ETIM at its heart.



New Structure for the future of ETIM UK

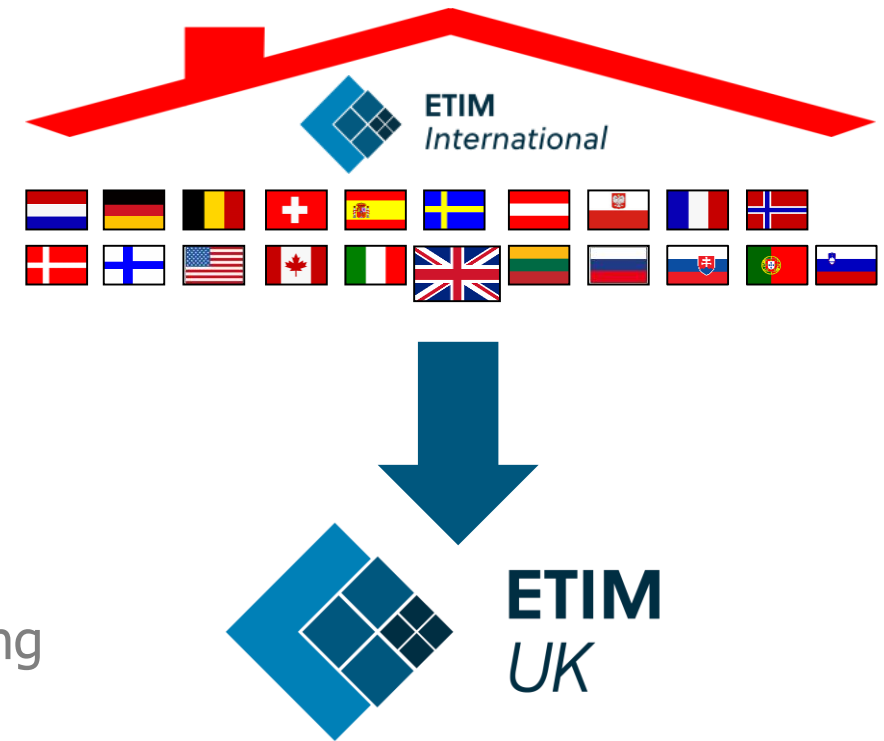
ETIM UK Ltd.

- **ETIM UK Ltd** is the National Organisation for ETIM in UK
- **Complies with Statutes** of ETIM International
- **Represents UK** at ETIM International Committees
- **Scope of ETIM UK** is wider than Electro Technical (EDA)
 - *Electro-technical*
 - *HVAC and Sanitary;*
 - *Building materials;*
 - *Tools, hardware and site supplies;*
 - *Shipbuilding (NL only)*
- **Agnostic, independent** and must support other sectors and non-members



ETIM UK Ltd. *(continued)*

- **Promote the adoption** of the ETIM data Standard in all ETIM Sectors in UK
- **Wider links** with other data Standards and initiatives in UK:
 - *eClass and UNSPSC*
 - *Building Smart Data Dictionary (bSDD)*
 - *CEN 442 Product Data Templates*
 - *Building Information Modelling (BIM)*
- **Digitalisation** of UK Construction industry in general including
- **Build close relationships** with solutions providers:
 - *PIM & ERP system companies*



ANNOUNCEMENT

- **From 2nd January**, the Builders Merchants Federation will take on responsibility for ETIM in UK for the following sectors :



- **HVAC & Sanitary**
- **Building Materials**



General Merchant



Timber



Plumbing & Heating



Roofing



Decorative

BMF – Welcome!!!

Overview of BMF



John Newcomb
CEO, BMF (Building Merchants Federation)



John Newcomb

CEO, Builders Merchants Federation

President, Ufemat



ETIM
UK



THE BUILDING MATERIALS INDUSTRY



Directly provides
333,000 jobs

(more than automotive manufacturing and aerospace manufacturing combined)

Working across
23,000
companies



With a turnover of more than

£56 billion

(more than one third of total construction activity)



78%

Of all construction products used in the UK are made in the UK

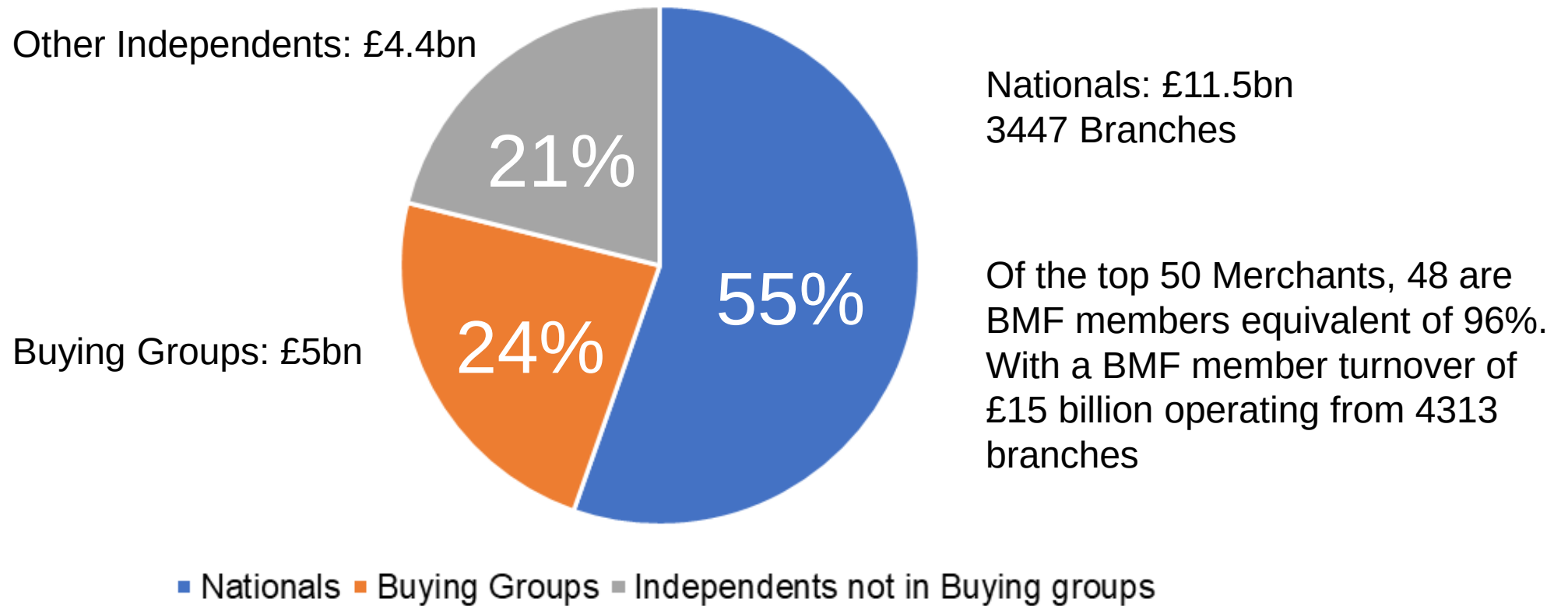
Source: CPA



ETIM
UK



2018 MARKET ESTIMATION: £21bn



Source: Company Data, Nationals Accounts, NMBS and BMF



ETIM
UK



Who are the BMF?



ETIM
UK



The only trade association representing and protecting the interests of builders' merchants and suppliers to the merchandising industry



5,057 MERCHANT
BRANCHES



701 MEMBERS
360 MERCHANTS
247 SUPPLIERS
94 SERVICE, ASSOCIATE, DISTRIBUTOR



£31.4 bn MEMBERS'
TURNOVER



116% RISE IN
MEMBERSHIP
SINCE 2012



8,400+
FOLLOWERS



130,318
INDUSTRY
EMPLOYEES



6,000+ WEB
VISITORS pm



OFFLINE REACH: 2,000
ONLINE REACH: 21,000+



REGIONAL
CENTRE OF
EXCELLENCE

29 UK CENTRES



6,800+
FOLLOWERS



ETIM
UK



ELECTRICAL
DISTRIBUTORS'
ASSOCIATION



BMF MEMBERSHIP

Membership
up by
116%



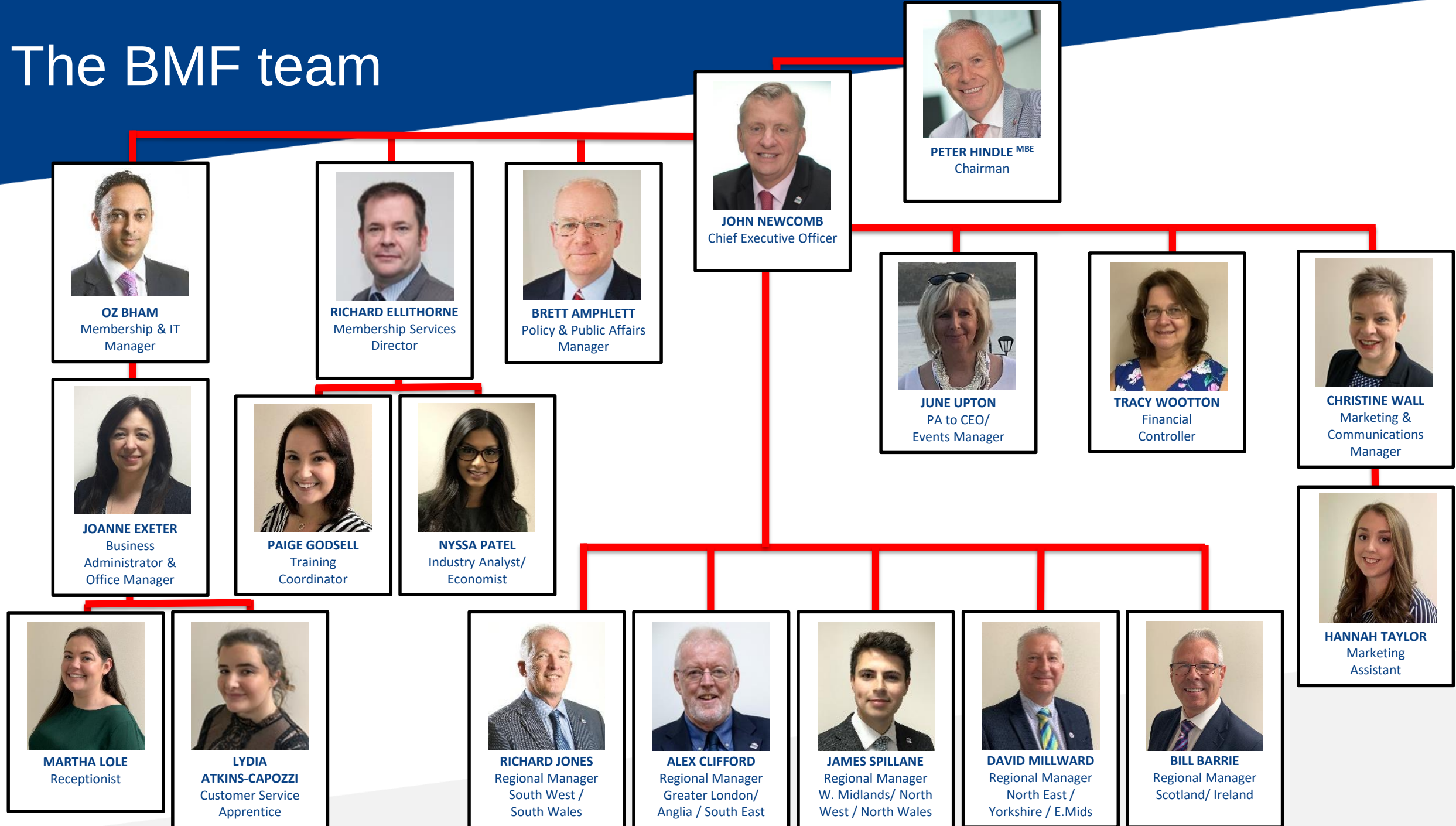
Membership
up **17%**
over the last 3
years



ETIM
UK



The BMF team



Award-winning trade association



Why the BMF is supporting ETIM

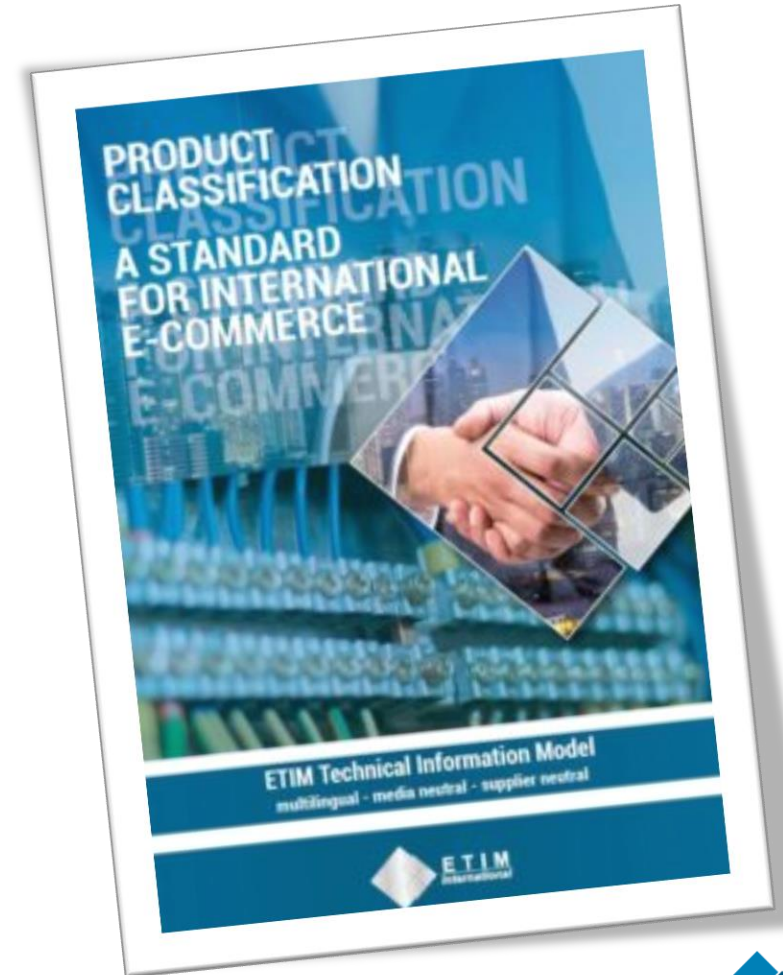
BMF Product Data Poll of members:

- **65% of respondents** planned to launch/increase online business in the next two years
- **53% of respondents** said that they have difficulty in obtaining product data from their suppliers in an easily usable format
- **94% of respondents** said it would be helpful to have readily available structured product data



Why the BMF is supporting ETIM

- Meet the drive **towards digitalisation**, greater online trading and improved B2B product data
- Provide a **standard digitised format** for technical product data for any digital sales platform.
- Investing in a **dedicated resource** to launch ETIM into the UK Building materials sector



David Bate - BMF ETIM Project Manager



- David was previously working for the Bunzl group as a Digital Product Manager.
- David has also been the ETIM Project Manager for the EDA in the UK.
- Reports into John Newcomb CEO



What is involved? ETIM-UK - BMF Project Phases



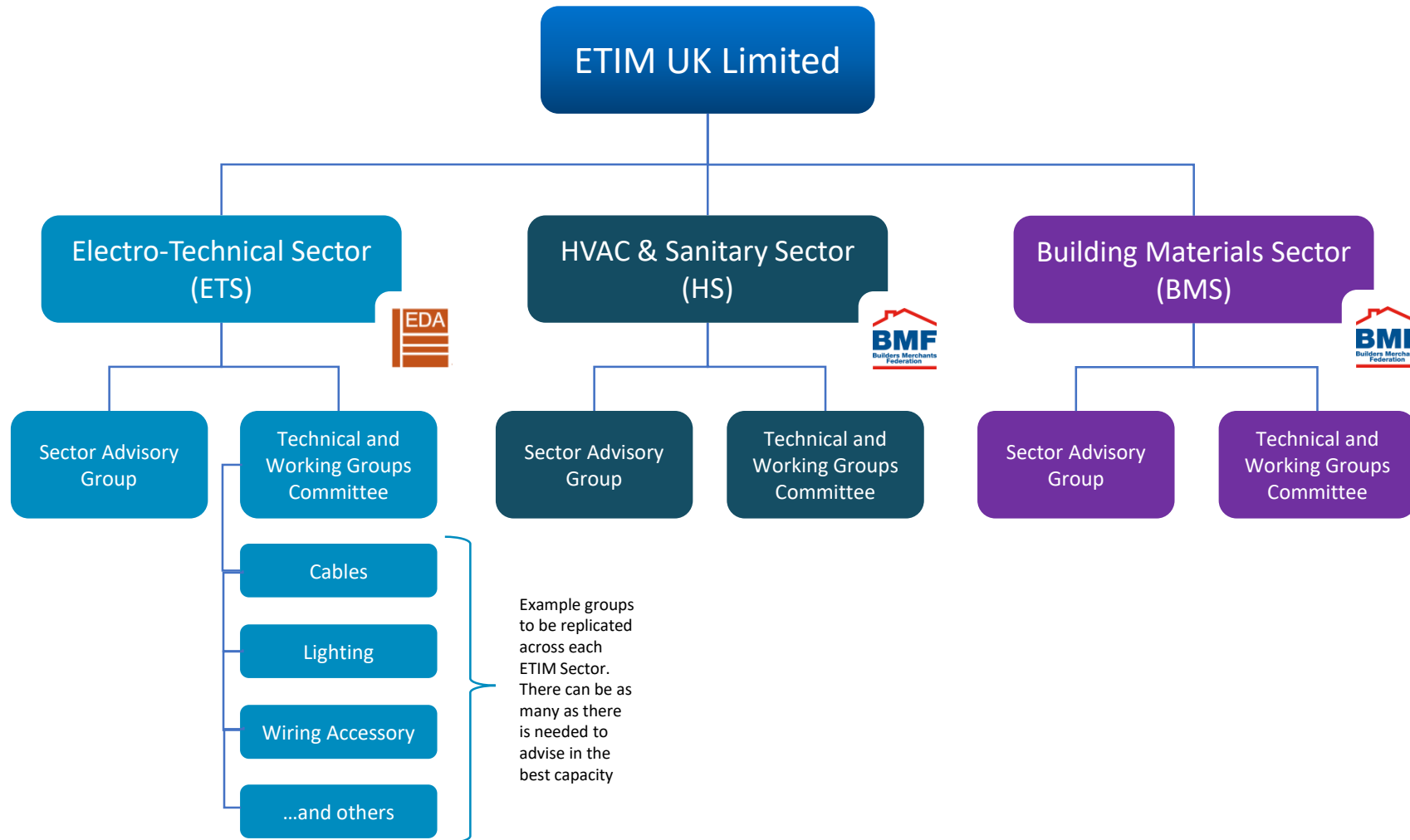
- **Phase 1:**
Implementing sector ETIM team and structure; communication to the sector
- **Phase 2:**
Developing the ETIM Standard for the sector: Technical Product Information
 - **Phase 2.1:** Translate/Anglicise existing standard
 - **Phase 2.2:** Adapting for UK Market sector – Adding classes and clarifying
- **Phase 3:** ETIM Management and development with Members – Further refinement and assistance with creation and implementation
- **Phase 4:** Potential Industry products database with ETIM at its heart.



ETIM UK Ltd

EDA and BMF - Sector Lead Organisations

ETIM UK - Structure



- **Sector Advisory Group:**
Members of this group is by invite only and must be people that can influence the utilisation and embedding of the ETIM standardisation, i.e. The Value Chain - Industry Bodies, Manufacturers, Wholesalers, Specifiers
- **Technical Committee and Working groups:**
This group of people will be responsible for the categorisation and naming of ETIM Standard, advising on RFC (request for Change) and all technical matter relating to the sector

EDA Role & Status of EDA Members in ETIM UK Ltd

- EDA is responsible for the electro-technical sector of ETIM UK Ltd and will continue its work in this sector
- All EDA members and affiliates are Associate Members of ETIM UK Ltd – Electro-technical Sector
- **ETIM UK Associate Members have:**
 - *influence in the structure and translation of the ETIM Standard*
 - *technical support and advice from ETIM UK*
 - *access to ETIM CMT Tool and other Tools to configure their PIM Systems*
 - *regular communication from ETIM UK*
 - *ETIM-ready audits*
 - *Annual forum*

Immediate next steps for ETIM UK Ltd

- **Supporting BMF** in their start-up phase
- Co-ordinate **further standardisation and anglicisation** including preparation for ETIM Version 8 due in September 2020
- **On-going communication** and awareness raising
- **Forging links** with other standards and organisations, especially BIM



EDA role to encourage and facilitate digitalisation
within the **electro-technical** wholesale channel



We have to digitise our data to digitalise our businesses



We need a common standard for our digitised
data for an efficient supply chain - ETIM



We need a central industry Data Pool,
with ETIM at its heart

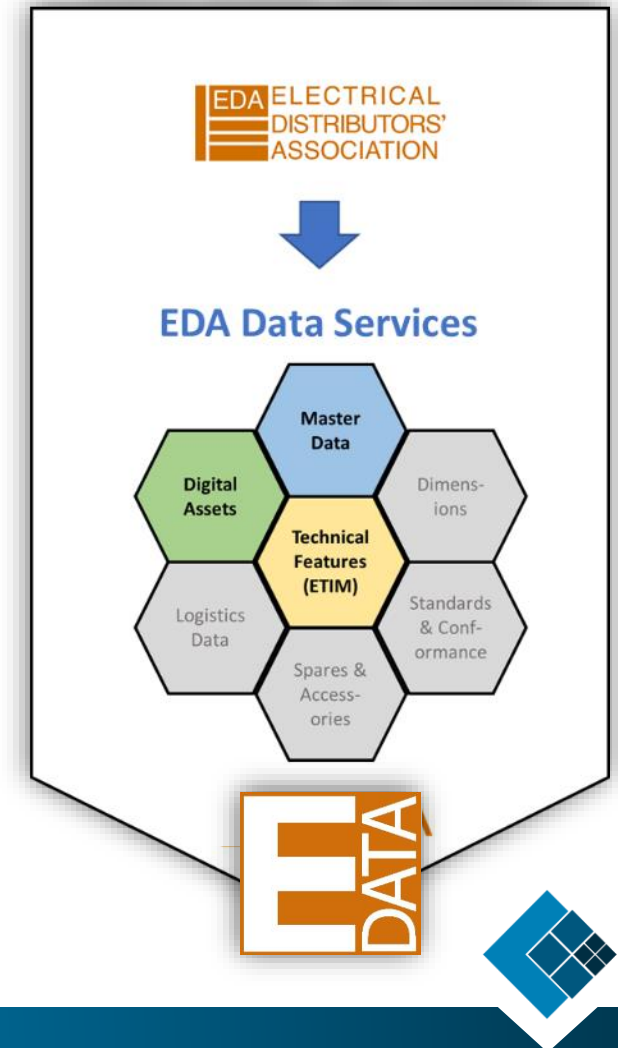
EDA Data Services Ltd.



A not-for-profit subsidiary business of the EDA to manage the new industry data pool (EDATA) and related services

- Cloud based platform to host, verify and syndicate manufacturers' product data
- Includes manufacturers' master data, ETIM technical attributes and digital assets
- Managed on a not-for-profit basis by, and for, the UK Electro-Technical industry
- **Currently recruiting founder members** who will form the governing advisory board

EDA Data Services



EDATA Founder Members



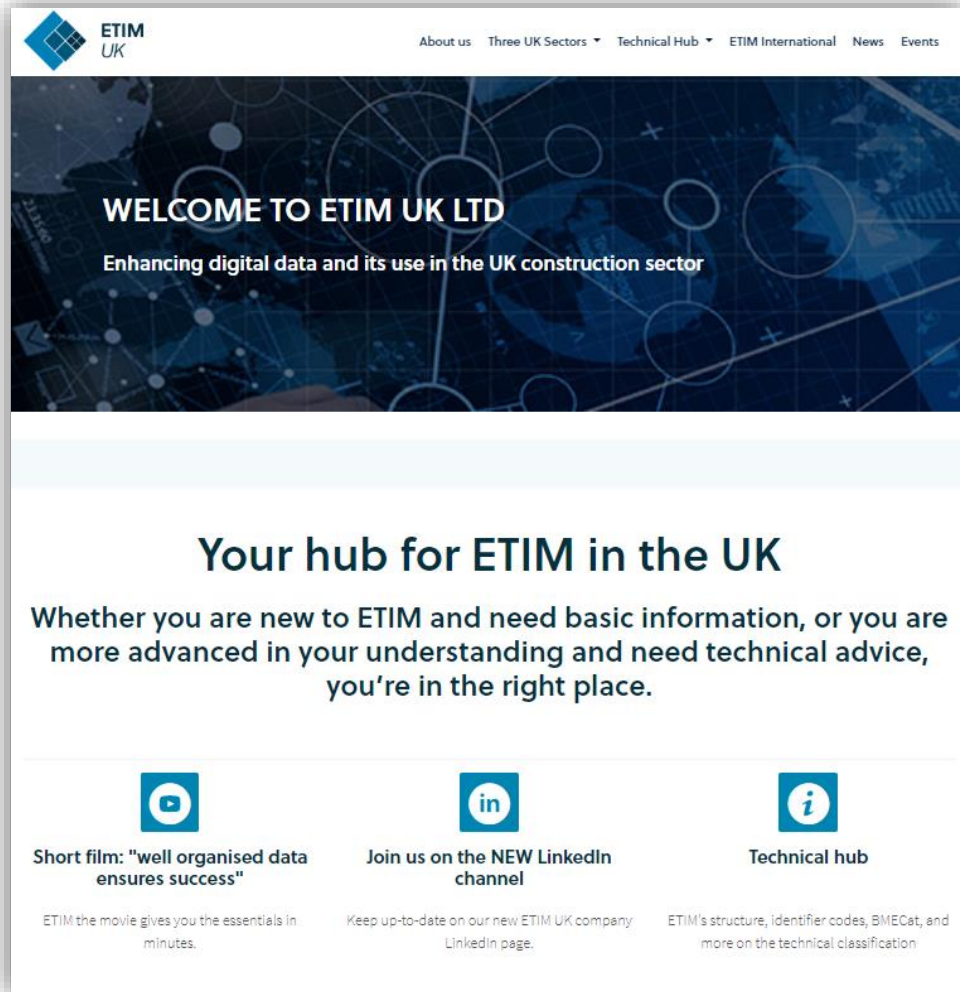
WHOLESALE MEMBERS (so far)

				
			9	10

AFFILIATE MEMBERS (so far)

				
	 Our global brands are PHILIPS interact			
11	12	13	14	15

Communication – Website & LinkedIn



ETIM UK

About us Three UK Sectors Technical Hub ETIM International News Events

WELCOME TO ETIM UK LTD

Enhancing digital data and its use in the UK construction sector

Your hub for ETIM in the UK

Whether you are new to ETIM and need basic information, or you are more advanced in your understanding and need technical advice, you're in the right place.

 **Short film: "well organised data ensures success"**

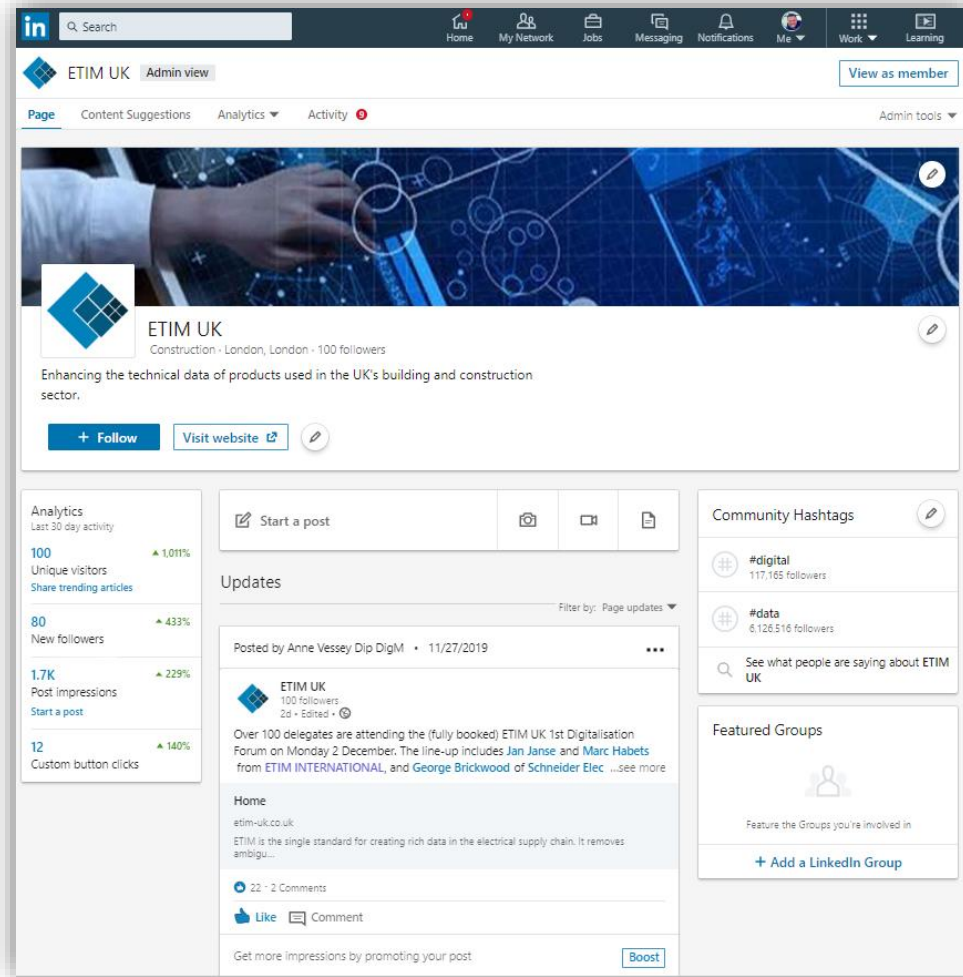
ETIM the movie gives you the essentials in minutes.

 **Join us on the NEW LinkedIn channel**

Keep up-to-date on our new ETIM UK company LinkedIn page.

 **Technical hub**

ETIM's structure, identifier codes, BMECat, and more on the technical classification



in Search

ETIM UK Admin view View as member

Page Content Suggestions Analytics Activity Admin tools

ETIM UK
Construction · London, London · 100 followers

Enhancing the technical data of products used in the UK's building and construction sector.

+ Follow Visit website

Analytics
Last 30 day activity

Metric	Value	Change
100 Unique visitors	100	▲ 1,011%
80 New followers	80	▲ 433%
1.7K Post impressions	1.7K	▲ 229%
12 Custom button clicks	12	▲ 140%

Start a post

Updates

Posted by Anne Vessey Dip DigM · 11/27/2019

ETIM UK
100 followers · 2d · Edited ·

Over 100 delegates are attending the (fully booked) ETIM UK 1st Digitalisation Forum on Monday 2 December. The line-up includes Jan Janse and Marc Habets from ETIM INTERNATIONAL, and George Brickwood of Schneider Elec...see more

Home

etim-uk.co.uk

ETIM is the single standard for creating rich data in the electrical supply chain. It removes ambiguity...

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- #digital 117,165 followers
- #data 6,126,516 followers

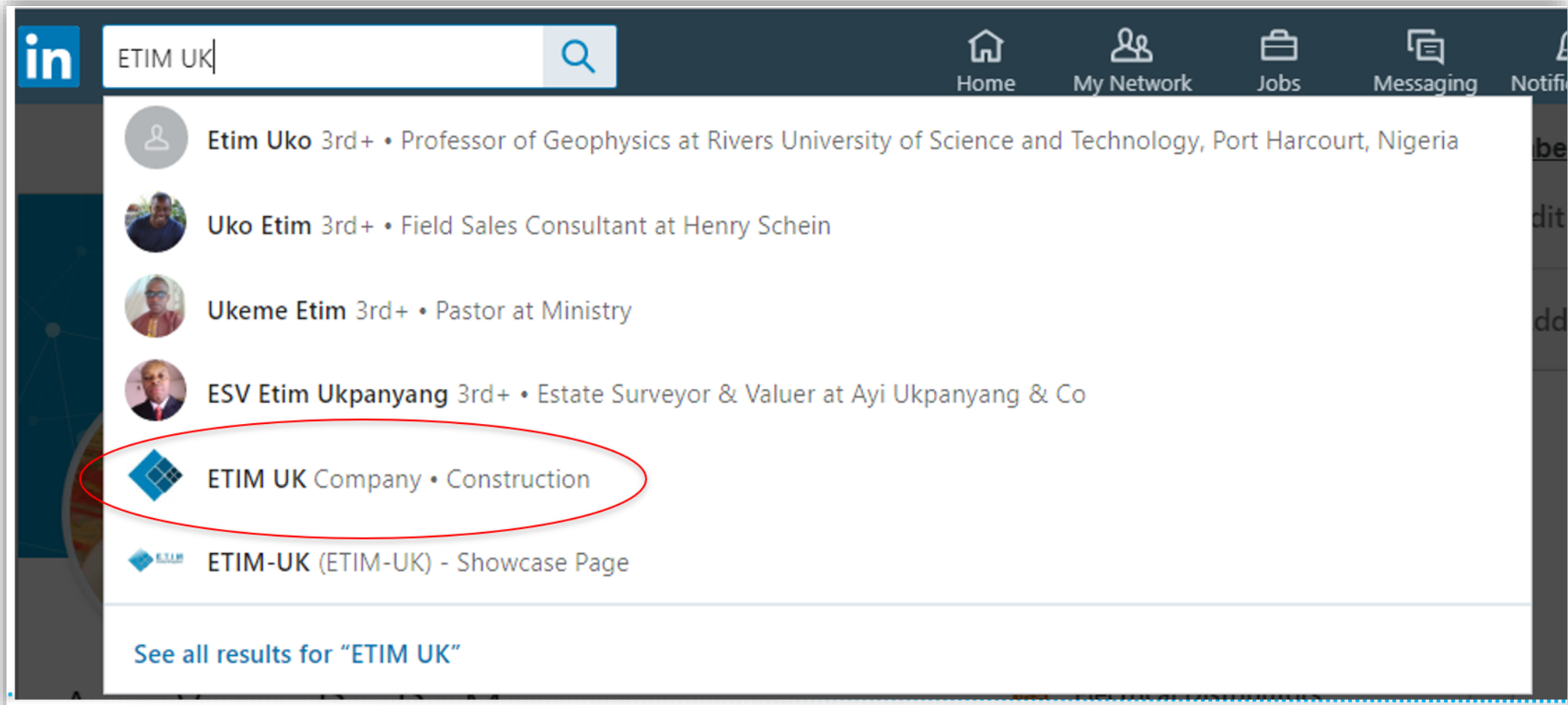
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Your turn - Follow us on LinkedIn





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Thank you...