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Liaison Technologies Demonstrated Powerful Data Integration, Managed Services Capabilities at IDEA eBiz/NAED Technology Conference

An IDEA Partner and Diamond Sponsor of eBiz 2017, Liaison Jointly Presented with IDEA the Advantages of Leveraging a Managed Services Model for Integration

ARLINGTON, VA — Liaison Technologies, a recognized leader in cloud-based integration and data management solutions, announced today that the company will showcase the award-winning Liaison ALLOY™ Platform that powers IDEA's next-generation Industry Data Exchange (IDX) at the upcoming [IDEA eBiz/NAED Technology Conference](#) in Chicago. The event takes place August 2-4, 2017 at the Westin Michigan Avenue and is geared toward electrical distributors and manufacturers. Liaison Technologies, an IDEA partner, is a Diamond Sponsor of the event.

On August 2 starting at 1 p.m., Tom Guzik, Director of Digital Integration Services at IDEA, and Rob Consoli, Chief Revenue Officer at Liaison, will deliver a joint presentation: "EDI: The Advantages and Disadvantages of In-House vs. Outsource Mapping and Translation." This informative presentation will provide an overview of the pros and cons of handling integration needs in-house or on an outsourced basis and is a must-attend breakout session for IT, supply chain and business leaders in the electrical industry.

"The Liaison-IDEA partnership provides electrical industry professionals the opportunity to access deep integration expertise and resources in a managed services model, all without the high costs and learning curve typically associated with application integration," said Consoli. "My team and I look forward to highlighting—both during the presentation and on the exhibit floor—the many benefits and possibilities of this partnership."

The team will demonstrate how the [Liaison ALLOY™ Platform](#), along with its managed services approach, facilitate all patterns of integration activities, including B2B, MFT, A2A, and hybrid integration. The platform's any-to-any translation capabilities, best-in-class mapping software, built-in data security, and ability to handle data from all sources in any format powers [IDEA's IDX](#) integration platform, giving electrical distributors and manufacturers the cutting-edge technology and expert resources they need to strengthen partner relationships and provide better service to customers.

"Liaison's innovative approach to integration has given our customers a real competitive edge," said IDEA President and CEO Paul Molitor. "We hope to leverage this successful collaboration with Liaison at our upcoming conference to bring the benefits of IDX and cutting-edge cloud integration to even more organizations in the electrical industry space."

Liaison's partnership with IDEA also gives users access to Liaison's LENS business activity monitoring tool. This tool provides a configurable interface, allowing users to set filters, create dashboard graphics and collect metrics. Access to Liaison's global support team, which provides unparalleled expertise, is also available to all IDEA customers. In addition, the partnership allows IDEA customers to benefit from ALLOY's unique microservices-based architecture and native support for all patterns of integration.

A leader in cloud-based data solutions and one of the top B2B/EDI/VAN managed services providers in the world, Liaison gives organizations the technologies and support they require to meet today's toughest integration and data management challenges while creating a strong, data-centric foundation they can use to build a data-inspired future. Learn more about Liaison at www.liaison.com.

About IDEA: *The Industry Data Exchange Association, Inc. (IDEA) is the official technology service provider and eBusiness standards body of the electrical industry. The company helps thousands of manufacturers and distributors find the most cost-effective methods for running day-to-day business. IDEA's applications help connect the supply chain and make business processes efficient, easy and enjoyable for people every day. IDEA was founded in 1998 through a partnership rooted in the collective leadership of the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED) members. Their applications also bring value to vertical markets such as industrial, retail, and consumer-packaged goods. IDEA is headquartered in Arlington, VA (idea4industry.com).*

About Liaison Technologies: *Liaison Technologies provides integration and data management solutions to help customers unlock the power of a data-centric approach to their business. Liaison's cloud-based approach breaks down the barriers between data silos to tap into the valuable information needed to make better decisions, faster. Tailored to solve complex data problems today while building a robust foundation for tomorrow's unforeseen challenges, Liaison fosters a seamless flow of information securely and at scale. Founded in 2000, Liaison serves more than 7,000 customers in 46 countries, with offices in the United States, the Netherlands, Finland, Sweden, the United Kingdom and Singapore. For more information, visit www.liaison.com and connect with Liaison on Twitter, LinkedIn and Facebook.*