

SECURE, RELIABLE STATISTICAL PROGRAMS FOR THE CANADIAN ELECTRICAL INDUSTRY

Electro-Federation Canada (EFC) delivers confidential market share programs to member companies involved in a wide range of industries. Each of the statistical programs have been customized and designed to meet the statistical needs and objectives of the reporting participants. The programs allow members to gauge their share of the market in any given product category, monitor industry trends year-over-year, and have access to the overall market size for their specific industry.

With this data, members can identify trends in a number of interest areas, including emerging markets, overall market size, regional demographics, economic shifts, etc. Having access to this information is essential to the success of any business and can be utilized for strategic planning, and allowing businesses to remain competitive during these transformative times.

MEET THE EFC STATISTICAL TEAM



ANNE HARRIGAN

Vice President, Marketing Resource

Anne oversees all statistical services and operations at EFC. She liaises with the EFC Board, Product Sections and numerous Task Groups to develop new programs/expand existing ones, and ensures all participants remain aligned and are able to communicate any program issues back to EFC. In addition to implementing statistics for members, Anne also works on various research projects, the *Pathfinder* industry benchmark report, NRCan & Statistics Canada Industry data, customer satisfaction surveys and general EFC surveys. Anne can be reached at 416-716-1897, aharrigan@electrofed.com.



MARYNA KALNOOCHENKO

Senior Database Administrator & IT Manager

Maryna is responsible for all IT-related work at EFC, including the CRM, hardware and software installations, phone systems, general IT training, managing the confidential Stats Website and its users, flat file maintenance and programming changes. Maryna can be reached at 416-892-7999, mkalnoochenko@electrofed.com.



JUDY ATTAI

Statistical Associate

Judy is responsible for the overall administration of Product Section programs, including Industrial Control, Electric Heat, Service Providers, Variable Speed Drives, Medium Voltage Drives, Dry Type & Power Transformers, in-house EFC surveys, high-level quarterly Distributor/Manufacturer programs, and other general surveys. Judy can be reached at 647-260-3083, jattai@electrofed.com.



ANGELA LATCHMAN

Statistical Associate

Angela is responsible for the overall administration of Product Section programs, including Lamps, Ballasts, Emergency Lighting, Lighting Fixtures, Motors, Distribution Transformers and all consumer electronics statistical programs and channel reporting. Angela can be reached at 647-260-3085, alatchman@electrofed.com.

THE TEAM HAS 50+ YEARS OF COMBINED EXPERIENCE WORKING WITH MEMBERS ON EFC'S STATISTICAL PROGRAMS!

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BEST-IN-CLASS STATISTICAL

Some of the key measures that are in place to ensure the integrity and security of the statistical programs are outlined below.

Please note, while some of the following information pertains specifically to the Product Section Statistical programs that utilize the confidential statistics website for transferring data, the general rules and guidelines for confidentiality and security apply to ALL statistical initiatives, including high-level manufacturer and distributor quarterly reporting programs.

CONFIDENTIALITY

As an irrevocable policy, statistical personnel with access to member companies' data inputs, do not discuss, refer to, or evaluate any data or market share information with anyone. Non-disclosure agreements are signed by all Statistical department staff. Additional disclosures may also be signed as a directive from a particular participating member company.

All participants in a program are assigned an exclusive company code. Assigned codes are restricted to a select number of authorized statistical personnel.

When a new member company joins a product section or a high-level statistical program, their data may be phased in over a period of time to ensure the confidentiality of that member's input. This phase-in period is communicated and agreed upon prior to any aggregate industry data being published.

Similarly, when a company leaves a statistical program, their data may be phased out over a period of time as required, to maintain the confidentiality of their input. The phase-out period is determined by the Statistical department.

ONGOING VALIDATIONS & REVIEWS

Statistical staff conduct monthly/quarterly validations and reviews when inputting information into the secured database. These checks and balances are determined on a program-by-program basis. Included in the verification process is validation of consistent reporting patterns into agreed upon categories, comparisons against previous month or quarter data, average

unit value consistency where applicable, and more.

As a general rule, data is never released back aggregately if there are less than three statistical participants in a particular category. Additional confidentiality rules and restraints may be defined further within a specific statistical program.

In summary, the Statistical department will not issue industry data if, for any reason, it is felt that injury or loss of confidentiality may occur to any past or present member.

SECURITY

Appropriate measures are in place for the safeguarding of all computing resources, ensuring data safety, limiting access to authorized users and maintaining data confidentiality. Security measures include:

- restricted access to Statistical department workstations and department;
- minimizing the risk and implications of error, failure or loss (implementing a resilient back-up strategy);
- appropriate user authentication;
- a separate, confidential drive that stores all internal statistical department files and folders, and is only available to EFC statistical department staff;
- shredding guidelines are implemented to ensure that all confidential documentation is safeguarded and not accessed by unauthorized individuals and to encourage the efficient recycling of all printed materials; and
- permission to utilize the site is limited to key statistical users from each participating member company and is carefully screened and verified each month.



CONFIDENTIAL STATISTICAL WEBSITE

To proficiently handle the significant transfer and traffic of all confidential data between Statistical department staff and member participants, a stand-alone confidential Website is in operation at EFC: <https://www.electrofed.ca>

The statistical department will, from time-to-time, hire a third-party company to conduct an audit of the Statistical Website's security features. Past audits have proven the site to be secure.

The Website is hosted on a secure platform, providing easy access, 24/7 availability and reliable performance. This platform

enables the faster generation and downloading of reports with an improved user experience. Both the Web server and the secured database are hosted on Microsoft Azure.

Users can access the applications securely from anywhere.

Authorized statistical users are supplied with a username and password. Password maintenance is as per standard practice.



SERVICES

EFC Statistical Programs – Data Transfer Flow Chart

Each participating member is mandated to designate one statistical contact as the main resource responsible for:

- Submitting their company’s confidential input;
- Addressing / answering any queries that may arise from the data submissions;
- Downloading confidential industry results.

A company may request to have more users added to the site. Authorization for these additional users must be submitted in writing by the existing main contact on record.

Members are notified via email when results are ready to download. Access to the Website is immediately suspended for any email bounce-backs and a follow-up phone call is made by Statistical department staff to investigate.

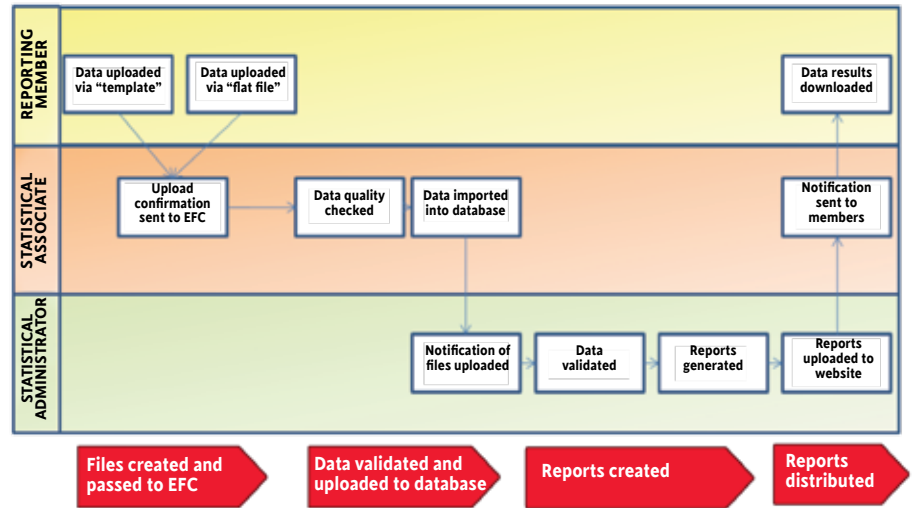
INFORMATION OVERVIEW

Users participating in a particular program will be granted access to all general documentation and files associated with that specific statistical program. The files include such things as:

- Reporting manuals
- Forecast summations & Non-Reported Market Reviews
- Monthly / Executive summaries
- Reporting performance summations

Again, only companies that actively participate in a particular statistical program have access to this area.

THE INTEGRITY AND QUALITY OF THE INDUSTRY DATA IS HIGHLY- DEPENDENT ON PARTICIPATING INDIVIDUALS AND THEIR EXPLICIT UNDERSTANDING OF REPORTING PROCEDURES AND THE DEFINITIONS OF THE PRODUCT SCOPE.



MEMBER RESPONSIBILITY/COMMITMENT

Members that join a Statistical program are expected to report data in a timely manner. All data submission dates are recorded and posted. The Statistical department is committed to releasing industry results *within two working days* from receipt of the last input.

Participants are also expected to provide accurate data to ensure the overall integrity and quality of the statistical information that is being produced. It is also the responsibility of Product Section representatives to ensure that their statistical contacts are fully trained and educated in each aspect of Statistical program procedures.

A detailed Statistical Reporting Manual is available for download on the confidential Website and is forwarded to all participants on an annual basis. This manual contains detailed reporting instructions and procedures to ensure that the data submitted to EFC is accurate and consistent. General definitions on orders, category descriptions, regional boundaries, double counting, and much more, can be found in the manual. It is the responsibility of each member to ensure their confidential data is compiled and submitted based on the defined criteria.

In the event that data is entered in error by a member participant, they are asked to resubmit revisions to previous submissions, as there could be a coding error, order omission, etc. With data revisions, the source remains confidential and is not disclosed. The Statistical department will advise all participants of any changes to historical industry data.

NEW MEMBER ON-BOARDING

New members that join a program are provided with a detailed orientation session to review all aspects of the statistical program requirements. Current participants with new staff are also encouraged to meet with the EFC Statistical department to ensure proper training for data submissions, website procedures, etc.

EFC’s Statistical program offers confidential market data that your business can depend on to make strategic decisions.

OVERVIEW OF EFC'S STATISTICAL PROGRAMS

PROGRAM NAME	PROGRAM VARIABLES	PROGRAM OUTLINE				
		Frequency	Dollars	Units	Regions	Participants
Lighting Fixtures	Residential, Industrial & Outdoor Lighting segments by light source: incandescent, fluorescent/compact fluorescent, HID & Induction & LED, for a wide range of categories	Quarterly	Y	Y	Y	20
Lamps	Commercial, C&I and OEM Channels data collected for incandescent, fluorescent/compact fluorescent, HID, Halogen, LED & automotive lamps	Monthly	Y	Y	Y	9
Ballasts	HID Ballasts, compact fluorescent/fluorescent magnetic and electronic ballasts, LED Ballasts for the distribution & OEM channels	Monthly	Y	Y	Y	8
Emergency Lighting	Emergency lighting equipment, inverters, exit signs, running man exit signs, remote emergency lights, LED & other exit signs	Quarterly	Y	Y	Y	6
Industrial Control	Standard Products - including pushbuttons, switches, contactors, starters, sensors, etc, engineered products, terminal blocks, relays, safety products, power supplies, motion controls, ethernet switches	Monthly	Y	N	Y	20
Programmable Controllers	HMI - hardware & software, nano/micro/small/large controllers, safety controllers, industrial PCs, inputs/outputs	Monthly	Y	Y	Y	9
Variable Speed Drives	Standard AC drive controls, 600V maximum, all horse powers, includes accessories	Monthly	Y	Y	Y	11
Medium Voltage Drives	Adjustable frequency medium voltage drives up to 15,000 HP	Monthly	Y	Y	Y	5
Switchgear	Metalclad/metal enclosed switchgears 5kV & over, power capacitors, breakers	Monthly	Y	N	Y	5
Low Voltage Distribution Equipment	Safety switches, loadcentres, meter centres, ground fault interrupters, panelboards, switchboards, meter centres, enclosed rotary type disconnects, surge protector devices	Monthly	Y	N	Y	4
Distribution Transformers	Liquid filled distribution transformers - single phase & three phase, padmount & polemount, all kVA ranges.	Monthly	Y	Y	N	7
Power Transformers	Liquid Immersed power transformers – self cooled equivalent ratings 3,001 kVA and larger, single and three-phase, all high and low voltages	Monthly	Y	Y	N	8
Dry Type Transformers	All dry type transformers including: three phase ≤ 750 kVA, single phase ≥ 5 kVA, three phase 500 - 2500 kVA, three phase ≥ 2501 kVA	Monthly	Y	N	Y	8
Electric Heating	Baseboard heaters, fan drive wall/ceiling heaters, construction heaters, cabinet heaters, etc.	Quarterly	Y	N	Y	5
Technical Services	Power/Distribution products - dollars for engineering studies, start up/commissioning, maintenance and life extension	Quarterly	Y	N	Y	3
Motor & Generator	AC, 3 phase, squirrel cage induction motors sold as an integral part of Motor driven apparatus. Includes all NEMA frame motors.	Monthly	Y	Y	Y	8
Quarterly Distributor Stats	High level Dollar shipments reported for Direct Sales and Warehouse sales by region.	Quarterly	Y	N	Y	41
Vertical & Product Line stats	Annual survey of distributors by vertical market and high level product line	Annual	Y	N	Y	
High Level Manufacturer Stats	High level, total dollar shipments, by region, sold through the Electrical Distribution Channel.	Quarterly	Y	N	Y	75



ABOUT ELECTRO-FEDERATION CANADA

Electro-Federation Canada (EFC) is a national, not-for-profit industry association that represents over 220 member companies that manufacture, distribute, market and sell a wide range of electrical products. EFC members contribute over \$10B to the Canadian economy and employ 40,000 workers in more than 1,300 facilities across the country.

EFC empowers the industry with market intelligence, professional development and a voice for advocacy and standards advancement within a safe, collaborative environment.

For more information, visit www.electrofed.com.