ELECTRO
FEDERATION
CANADA **EFC**

# Best-in-Class Statistical Services for the Canadian Electrical Industry

Market data provides your company with the insight it needs to grow, lead and compete in today's market. Whether you're benchmarking company performance against overall industry metrics, monitoring industry trends year-over-year or analyzing emerging markets, Electro-Federation Canada's (EFC's) confidential statistical services offer timely, reliable access to market data to support your strategic planning needs.

## Confidentiality

EFC maintains strong confidentiality within its statistical programs. Non-disclosure agreements are signed by all statistical department staff. All program participants are assigned an exclusive company code; these codes are restricted to authorized statistical personnel only. As an irrevocable policy, EFC's statistical personnel do not discuss or refer to any data or market share information.

## Member Responsibility & Commitment

The Statistical team is committed to releasing industry results within two working days from receipt of the last input (all data submission dates are recorded and posted). Members are expected to report data in a timely and accurate manner to ensure the overall integrity and quality of the statistical information. A detailed Statistical Reporting Manual is available on the confidential statistical website and is shared with 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 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.

## New Member Onboarding

New members that join a statistical program are provided with a detailed orientation session to review program requirements. Current participants with new staff are also encouraged to meet with EFC statistical personnel to ensure proper training for data submissions, website procedures, etc. To set up an orientation session, contact Geoffrey Pereira at **gpereira@electrofed.com**

# Market Intelligence Platform

Depending on eligibility, members may be invited to participate in one or more of the statistical programs currently in operation at EFC. Participants are granted secured access (username and password) to EFC's confidential online portal, which houses all relevant statistical information for each program. This includes:

+ Access to your confidential market share reports in PDF or excel formats
+ Reporting manual detailing expectations and procedures
+ Power BI reporting options for further statistical analysis
+ Detailed monthly/quarterly/annual summations of product-specific industry data in excel format
+ Detailed statistical reporting manual, outlining product category descriptions, general reporting criteria and definitions
+ Where applicable, annual forecast summations and non-report market estimates

# Statistical Programs

EFC's statistical services include a wide range of electrical product segments, as outlined in the chart below. Each program is customized and designed to meet the statistical goals of reporting member participants.[*]

| Statistical Program | Product Scope | Frequency |
|---|---|---|
| Electrical Distributor Sales | Total dollar shipments, by region, by direct and warehouse sales | Quarterly |
| Field Services | Power / distribution products – dollars for engineering studies, start up / commissioning, maintenance and life extension | Quarterly |
| High Level Manufacturer Shipments | Total dollar shipments, by region, sold through the Electrical Distribution Channel | Quarterly |
| Industrial Control | Standard products – including pushbuttons, switches, contactors, starters, sensors, etc., engineered products, relays, terminal blocks, motion controls, safety products, ethernet switches | Monthly |
| Lighting Section - Ballasts | Segments include the Distribution and OEM Channels. Categories include HID and fluorescent / compact fluorescent ballasts | Quarterly |
| Lighting Section - Fixtures | Segments include; Residential, Commercial & Institutional, Industrial Type & Outdoor Lighting Equipment. Data collected by Light source for LED, incandescent, HID, fluorescent & compact fluorescent, tracking over 60 product categories | Quarterly |
| Lighting Section - Lamps | Segments include Commercial & Institutional, Consumer and OEM. Data collected by light source for LED, incandescent, HID, halogen, fluorescent & compact fluorescent, tracking over 40 product categories | Quarterly |
| Low Voltage Distribution Equipment | Safety switches, loadcentres, meter centres, ground fault interrupters, panelboards, switchboards, enclosed rotary type disconnects, surge protector devices. | Monthly |
| Medium Voltage Drives | Adjustable frequency medium voltage drives up to 15,000 HP | Quarterly |
| Motor & Generator | AC, three phase, squirrel cage induction motors sold as an integral part of motor driven apparatus. Includes all NEMA frame motors | Monthly |
| Programmable Controllers | HMI hardware & software, nano, micro, small, large, safety controllers, industrial PCs, inputs/outputs | Monthly |
| Switchgear | Metalclad / metal enclosed switchgears, 5kV & over, power capacitors, power circuit breakers, weatherproof and indoor power breakers | Monthly |
| Transformers - Distribution | Liquid-filled distribution transformers up through 3,000 kVA. Includes single and three phase, padmount & polemount | Monthly |
| Transformers - Dry Type | Includes all single and three phase Dry Type Transformers, all kVA | Monthly |
| Transformers - Power | Liquid-filled Power Transformers 3,001 kVA and larger, single and three phase, with and without load tap changing | Quarterly |
| Product Line & Vertical Market | Distributor sales by product line & vertical market | Annually |
| Variable Speed Drives | Standard AC drive controls, 600V max, all horse powers, including accessories | Monthly |
| Wire & Cable | Industrial products, building wire, utility cable, data cable, cord equipment/specialty | Quarterly |

* To qualify for participation, a company must meet current eligibility requirements, and where applicable, approval by the appropriate Business Section.