

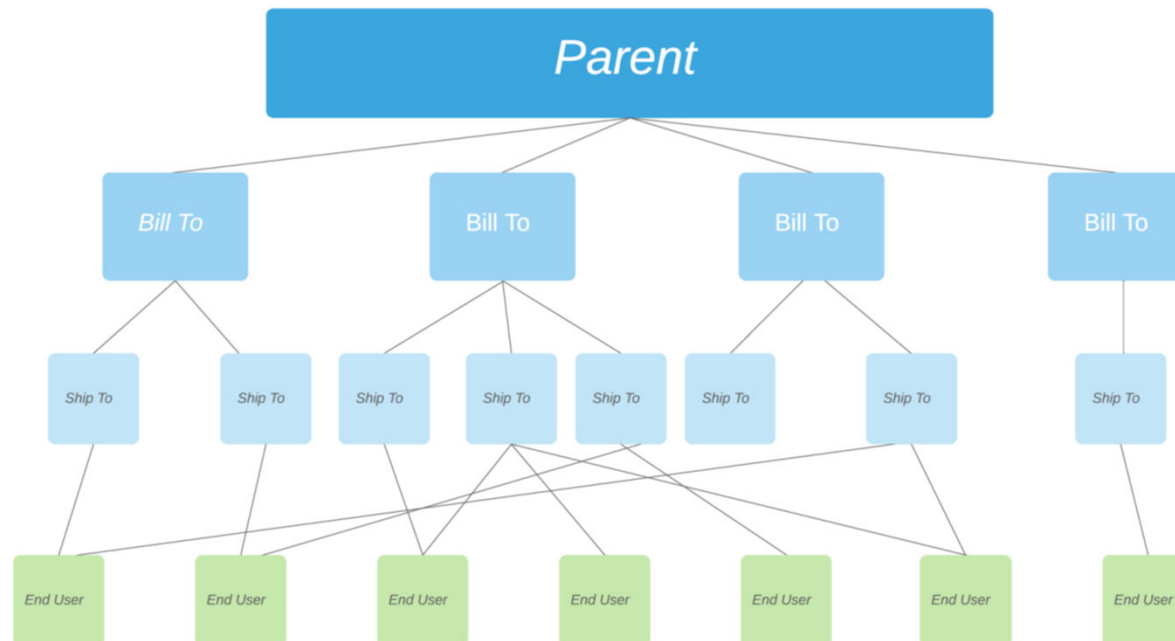
Customer Type (JDE Classification)

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Customer Hierarchy in JDE

JDE Customer Hierarchy

Sanja Jovanovic | December 12, 2019



Customer Type

- C – Customer bill to
- CS – Customer ship to
- FC – Former customer
- OR – Outside representative
- EU – End user
- CM – Mexico customer bill to
- CSM – Mexico customer ship to
- FCM – Mexico former customer
- CK – Canada customer bill to
- CSK – Canada customer ship to
- FCK – Canada former customer
- CP – Customer parent
- CPM - Mexico parent
- CPK – Canada parent

Parent Child Relationship in SFDC

Account
AMERICAN ELECTRIC POWER CO., INC.

Account Owner: [gwe ocsintegration](#)
Billing Address: 1 Riverside Plaza, Columbus, Ohio 43215, United States
Customer Status: CUSTOMER PARENT

We found no potential duplicates of this account.

| | |
|---|---|
| Account Name AMERICAN ELECTRIC POWER CO., INC. | Account Owner gwe ocsintegration |
| Account Site | Phone 614 716-1000 |
| Account Short Name | Fax |
| Parent Account | General Company Email Address |
| JDE RecordTypeID 478629 | Invoice Email Address |
| JDE Type CP | Website |
| Account Type Utility | Customer Status CUSTOMER PARENT |
| Industry IOU (Investor Owned Utility) | Currency Code |
| | Currency |

Additional Information

| | |
|-------------------------|-------------------|
| Region Type Domestic | Executive Sponsor |
| Region | Ownership |

Account
AEP

Account Owner: [gwe ocsintegration](#)
Billing Address: 1824 WESTBROOK VILLAGE DRIVE, COLUMBUS, Ohio 43228, United States
Customer Status: CUSTOMERS

We found no potential duplicates of this account.

| | |
|---|---|
| Account Name AEP | Account Owner gwe ocsintegration |
| Account Site | Phone |
| Account Short Name | Fax |
| Parent Account AMERICAN ELECTRIC POWER CO., INC. | General Company Email Address |
| JDE RecordTypeID 445328 | Invoice Email Address |
| JDE Type C | Website |
| Account Type Utility | Customer Status CUSTOMERS |
| Industry IOU (Investor Owned Utility) | Currency Code |
| | Currency |

Additional Information

| | |
|-------------------------|-------------------|
| Region Type Domestic | Executive Sponsor |
| Region | Ownership |

Customer Classifications

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What we want to track

1. Verticals (Customer Type)

2. Channel Partners

3. End Users

Verticals (Customer Type & Classification)

- **Commercial & Industrial (C&I)**
- **Utility (IOU, COOP, MUNI)**
- **Channel Partners (Distributors, Contractors, EPCs)**

Customer Classification

| Account Type | Industry |
|-----------------|----------------------|
| Channel Partner | Contractor/EPC |
| Channel Partner | Other |
| Channel Partner | Distributor/Reseller |
| Channel Partner | OEM |
| Commercial | Airport |
| Commercial | Data Center |
| Commercial | Hospital |
| Commercial | Military Base |
| Commercial | Renewable/Hydro |
| Commercial | Renewable/Solar |
| Commercial | Renewable/Wind |
| Commercial | Renewable/Other |
| Commercial | University/School |
| Commercial | Shopping Centers |
| Commercial | Commercial Buildings |
| Commercial | Other |

| Account Type | Industry |
|--------------|-----------------------|
| Industrial | Auto |
| Industrial | Cement |
| Industrial | Chemical |
| Industrial | Food |
| Industrial | Mining/Mineral/Metal |
| Industrial | Paper |
| Industrial | Refining Oil/Gas |
| Industrial | Other |
| Utility | COOP |
| Utility | IOU |
| Utility | MUNI |
| Utility | Private (INT) |
| Utility | Semi Government (INT) |
| Utility | Other |

The End User

Definition:

- Indicates the actual application of our product.

Benefit for Tracking:

- True market need based on the actual use of the product.
- More granularity as compared to Bill To and Ship To, as most of the verticals will be identified at the End User level

Challenge:

- Straight forward for verticals, but can be ambiguous for channel partners, especially in the international markets.
- Some contractors don't share the end user information until late in the project, some distributors keep the products in stock, so the end user is not known at the time of sale.