

Our Mission

The DCoE serves as the engine driving the operationalization of the Next Level Now (NLN) campaign. While NLN has ignited a revolution within our industry to harness the growing diversity and power of technology, the DCoE provides the practical platform that demonstrates what Next Level Now looks like in action for member business processes. Our philosophy centers on integrating today's technology into practical solutions that advance business outcomes.

Our Approach

The DCoE is a collaborative hub that brings together the best thinking across the industry. We combine deep electrical industry experience with fresh perspectives from other industries, creating a broader view that helps identify new opportunities and rethink traditional challenges. Our diverse team operates independently and hands-on, focused full-time on learning, validating, and developing solutions that make a meaningful difference.

Our work is guided by two core principles:

Empowerment Through Education

We believe that education is key to helping people extract more value from technology in their everyday work. By raising the overall level of comfort and capability with digital tools, we help the workforce accomplish more within the same amount of time. We focus on practical examples and use cases that demonstrate how different roles can apply these tools in their daily routines.

Artificial intelligence deserves special mention here. While AI offers incredible opportunities, it also brings significant challenges. The DCoE is not only exploring AI applications but also helping organizations navigate the associated change management. This includes addressing concerns about risk and security, alleviating workforce fears, and helping teams develop new skills as AI transforms existing work. Our goal is to position AI as a tool for empowerment, not replacement.

Innovation Through Exploration

We actively push boundaries to explore what's possible when we think beyond conventional approaches. By applying technology to strengthen processes, test new ideas, and challenge assumptions, we encourage solutions that NAED members can adapt to their specific needs and goals.

Our approach is built on frequent, ongoing interaction—through virtual meetings and in-person visits—to truly understand each member's unique challenges and opportunities. This close collaboration builds trust while identifying where technology can make a real impact across four key areas:

- Supply Chain Optimization (including the "Where's My Stuff?" project)
- The Sales Production Line
- Operations, Logistics, and Warehousing
- Back Office Functions

Staying Connected

Communication is central to how the DCoE drives collaboration throughout the industry. Beyond our one-on-one member interactions, we maintain connections through quarterly NLN Donor update calls where we highlight key accomplishments, share progress on current initiatives, and outline upcoming focus areas. These calls create a transparent forum for dialogue that keeps our donor community engaged with the DCoE's ongoing work.

We have launched a dedicated DCoE website at www.naed.org/dcoe, serving as a centralized hub for featured content, insights, and updates about our initiatives. This resource allows members to explore our work, gain valuable knowledge, and stay current with our latest developments at their convenience.

To expand our reach beyond the immediate NLN Donor community, we leverage the social media platform LinkedIn to share updates, articles, and thought leadership. This broad communication channel helps us spark conversations, encourage collaboration, build interest, and invite new participants to engage with the innovative work happening within the DCoE.

Measuring Our Impact

For the DCoE, success initially centers on effective timeline management and milestone delivery for our projects. While we focus on this execution discipline, we're also developing a more comprehensive framework to capture our growing impact across multiple dimensions.

As our initiatives mature, we track the value captured from our solutions and the projected benefits from each project. We will monitor adoption rates across the member community, analyzing how quickly and extensively new approaches are embraced. The development of sustainable revenue streams provides another crucial indicator of our long-term effectiveness.

This multifaceted measurement approach gives us a clear picture of the DCoE's progress and its ability to drive meaningful outcomes for the entire industry.

Creating Lasting Value

The generous contributions from our donors represent investments in building enduring industry value. By driving widespread adoption of validated solutions, the DCoE aims to create sustainable revenue streams while remaining a central hub of innovation and support for the evolving needs of our members, and the electrical industry.