

# Analytics that Fuels Growth

Change the way you assess performance with actionable business intelligence.

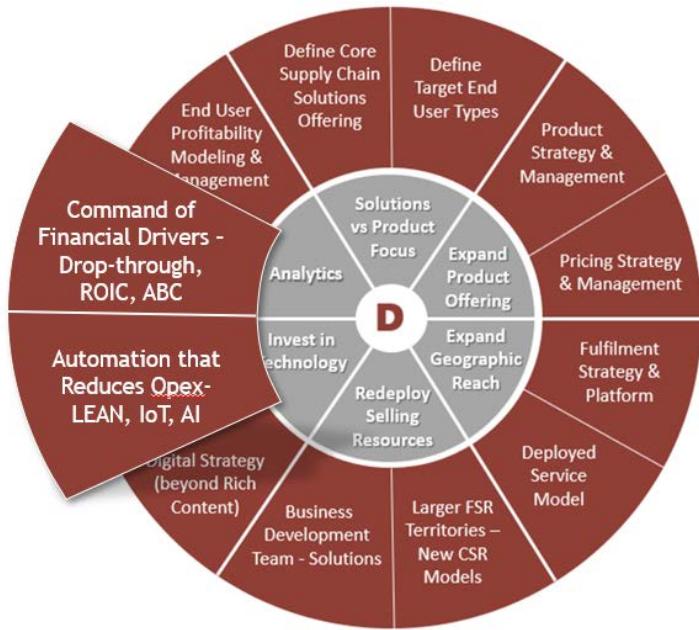
**MANUFACTURERS**

Learn more

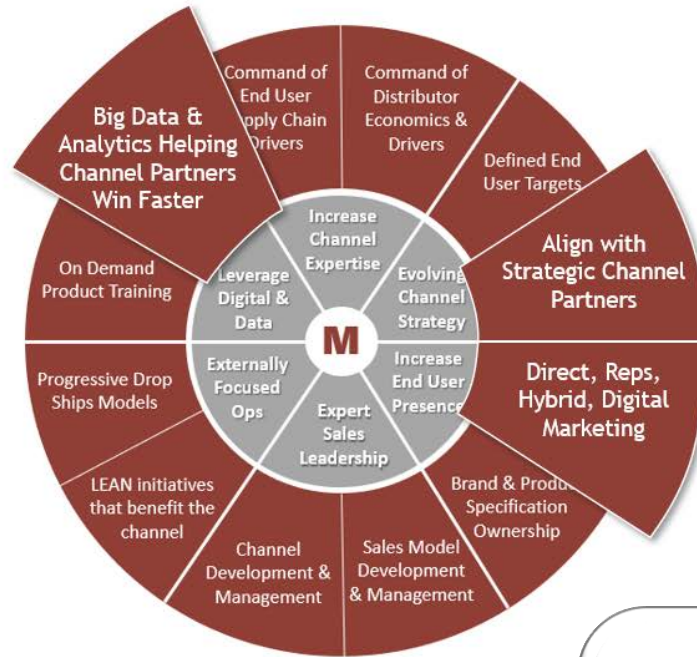


# Channel 2.0

## Connecting the Dots



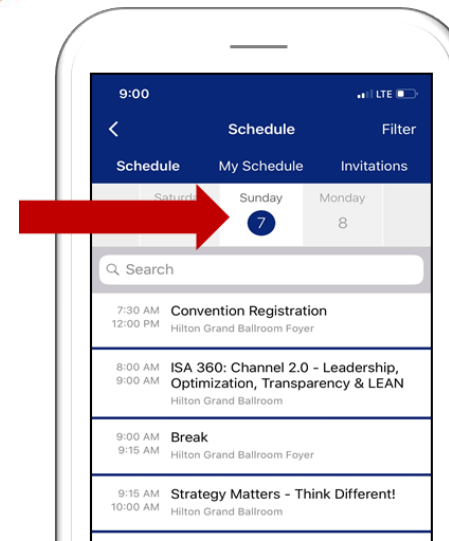
Distributor



Manufacturer



IMR



# Channel 2.0 Compass



Manufacturer



## Marisol Fernandez

Region Vice President, Safety -  
Bunzl North America



## Matt Chaffin

Project Director - Industry  
Insights

# About Industry Insights

Since 1980, Industry Insights has been providing high quality research services to trade and professional associations, dealer organizations, and other affiliated groups of companies.

- Objective third-party
- We are a dedicated team of statisticians, CPAs and IT professionals
- Research firm for associations and their members
- Survey research is not an “offshoot”
- **Extensive steps taken to ensure confidentiality**



# How We Protect Your Data

## Confidentiality is Our Highest Priority



All information received from individual participants will be treated in a strictly confidential manner and will not be disclosed in any manner whatsoever to any individual, entity, organization or third party.



Questionnaires received are assigned a confidential company identification code. Data are then coded and entered into a proprietary system.



Only aggregate results of all/or selected groups of survey participants are published in the final results compilation.

# WHY?



**Channel is changing** | Strategic alignment with strategic channel partners, investments and resource needs



**Field salesforce models are evolving** | Direct, Hybrid, Reps - strategic investment for End User resource needs



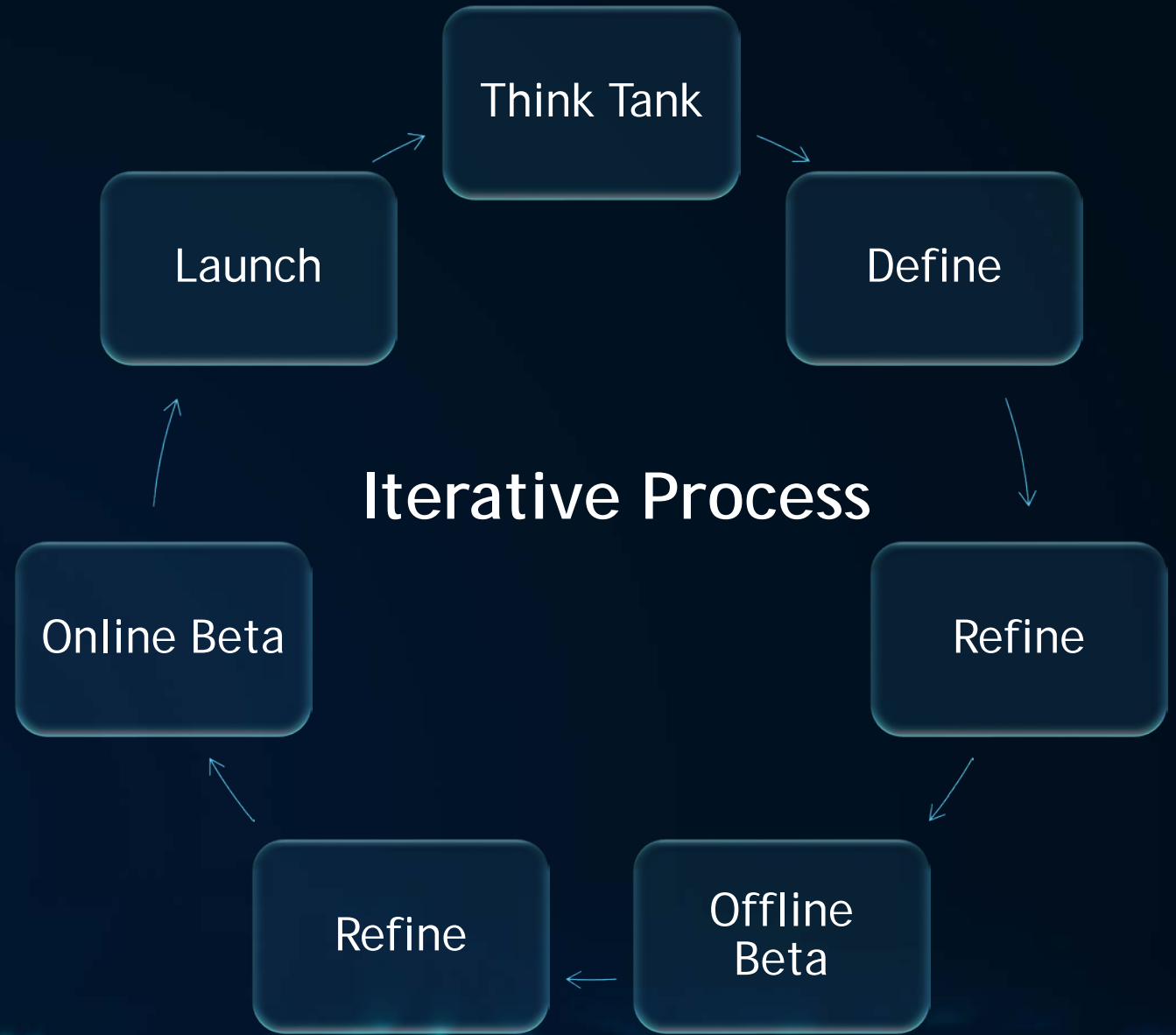
**Operational Metrics** | Relevant comparatives to better target strategic improvement initiatives



**Top Line Growth** | Timely, relevant leading and lagging indicator comparatives

# Collaborative Process

- Diverse Task Force
- Product Categories
- Company Size
- Ownership Structure
- ISA & IS Leadership





# Manufacturer Taskforce Representation

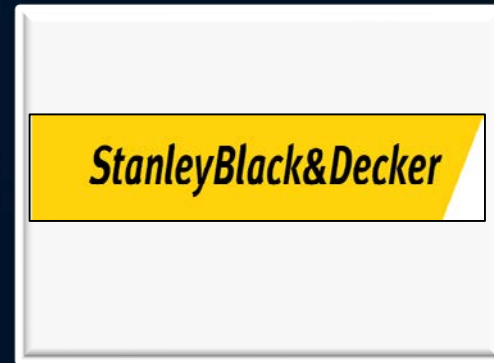




Table of Contents / Survey

Survey Home Company Profile Sales & Operation **Channel Performance** Salesforce Performance  
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Channel Performance

20. What percent of your company's total sales are...

	2016	2017	2018
through distribution?	100.0 %	95.0 %	90.0 %
direct to end user?	0.0 %	5.0 %	10.0 %

21. Number of active distributors in 2018 (purchased product at least once in 2018)  
# 350

22. Number of total distributors in 2018 (all distributors on roster)  
# 375

23. How many distributors make up the top 80% of your distributor volume?  
# 50

24. What is your rebates cost as a percentage of sales?  
3.0 %

25. What are your marketing co-op funds as a percentage of sales?  
2.0 %

26. Distributor Channel

# Distributors	% Distributor
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# Overview



[Company Profile](#) | High-level company details; Product segment



[Sales & Operations](#) | Sales, Trends, Forecast, Financial Metrics (Profitability, Receivables, etc.), Employee/Labor, Priorities



[Channel Performance](#) | Customer details; Go-to-Market details, Distributor mix, Customer program investment, Channel/Segmentation, Transaction details, Pricing & Sales Mix



[Salesforce Performance](#) | Details about sales model; Direct, IMR, Other, Financial investment in sales structure, Compensation

# Results - Annual Performance Report



Static Reports

Display Your Data?

Annual Sales Volume: [Dropdown]

Region: [Dropdown]

Association Specific Filter: [Dropdown]

**Advanced Filters**

Region: [Dropdown]

Annual Sales Volume: [Dropdown]

Selected Filters: [Region: East South Central, Annual Sales Volume: \$401 to \$500 million]

**Selected Filters**

Annual Sales Volume: \$401 to \$500 million

Region: East South Central

**Saleperson and Sales Incentives**

Please indicate the percentage of sales from:

Custom Incentives	51.7%	60%	61.1%	67.5%	68.0%	68.8%
Trade Incentives	46.7%	50%	59.6%	64.4%	71.0%	100.0%
Other	0.6%	0.0%	0.0%	0.0%	0.0%	28.8%

1 1 1 1 1 1 1

0 1 1 1 1 1 1

1,000 10,000,000 20,000,000 111,000,000

Welcome to the ISA Annual Performance Report (APR)!

ISA's Annual Performance Report helps you put into context your overall financial and KPI performance with your industry peer group. Accurate data, dynamic reporting and personalized results gives you the confidence to make informed decisions to take your business to the next level.

There are several sections in this portal which will allow you to examine the results of the study in several different way. Hover over the icons to see a brief description of each reporting application.

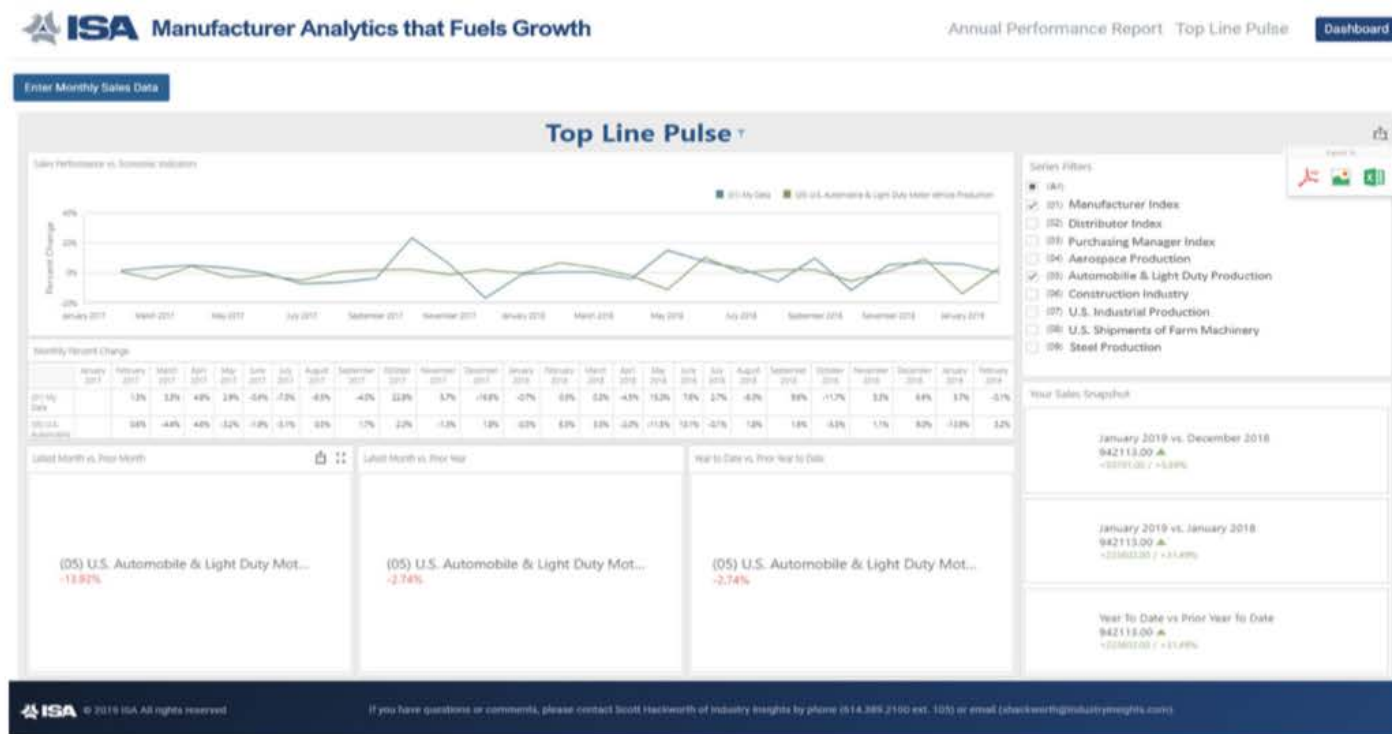
- Static Reports
- Report Card
- Interactive Peer Report
- Searchable Results
- Definitions

Interactive, Online Reporting Capabilities

# Results - Top Line Pulse

## RESULTS

The results dashboard allows users to easily visualize sales trends and identify indicators that lead, lag, or are in sync to assist strategic decisions. All results are fully exportable (Excel, PDF, etc.).



### Filter Options Include:

- Your Data
- ISA Distributor Index
- ISA Manufacturer Index
- Purchasing Managers' Index (PMI)
- U.S. Industrial Production
- U.S. Shipments of Farm Machinery
- Steel Production
- Automotive
- Aerospace
- Agriculture
- Steel Consumption/Industry
- Energy Upstream/Downstream
- Construction Industry

# How to Engage

1. Register online at: [www.ISAmfganalytics.com](http://www.ISAmfganalytics.com)  
(must be authorized company representative)
2. Complete - Closes July 1, 2019
3. Learn - Results August 1, 2019
4. Apply - Webinar August 15, 2019