

ISA's **Top Line Pulse** is a monthly snapshot of how your top line measures up. Month and year-to-date comparatives against the market, your peer group(s) and industry indexes of your choosing, help you assess your performance along the way.

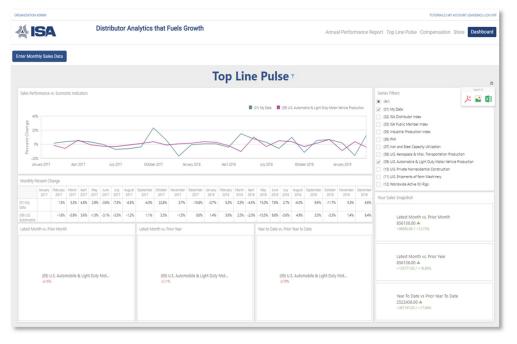
# REPORTING

The Top Line Pulse is an application housed within the ISA Distributer Analytics Portal (www.ISADistAnalytics.com). Data are entered on a quarterly basis directly through the application home page.

	21 100	Distributor Analytics that Fuels		Enter Mornity Gales Cata	Enter Monthly Sales Data				
	<b>상ISA</b>	Growth			January	\$ 716511	.00	Series Filters	×
		Welcome to ISA's Distributor APR and TLP Portal!	Log in Errai	A (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	February	\$ 718365	.00	2 (D) Manufacturer Index	
Arealy time that Eucle Oracid					March	March \$ 720365	.00	OR Purchasing Manager Index Dil (Aerospace Production	
Analytics that Fuels Growt					April	\$ 688254		2 (25) Automobilie & Light Duty I (26) Construction Industry	oduction
Change the way you assess performance					May	\$ 791216	.00	1019 015. Industrial Production 01911 U.S. Shipments of Farm Machin	hinary
with actionable business intelligence.		The Annual Performance Report (APR) helps you put into context your overall financial and KPI performance with your	Passavord		June Varie	\$ 850954 \$ 874064	.00	i IN Steel Preduction	
Co to Analytica Ste		industry peer group. Accurate data, dynamic reporting and personalized results gives you the confidence to make	Pargot possion of 7 Sign in	B01     B01     B01     B02     B03     B03 <td>August</td> <td>\$ 821344</td> <td>.00</td> <td>diffe Vour Sales Snapshot</td> <td></td>	August	\$ 821344	.00	diffe Vour Sales Snapshot	
		informed decisions to take your business to the next level. Top Line Pulse (TLP) is a monthly snapshot of how your top	Industry Insights, Inc. is an objective	20113 50 40 40 42 00 53 50 55 50	Deptorsk	er 0 900125	.00	5 12% January 2019 vs. Dece 942112 00 4	cember 2018
		Ine measures up. Month and year to date comparatives against the market, your peer group and industry indexes of	that confidential information submit will not be released to any person, o	Laber Verein v. Pyer North	October	\$ 794631	.00	+50701.00 / +540%	
		your choosing, help you assess your performance along the way.	for any purposes. Industry insights i means of internal controls and soci		Novembr	B 836461	.00		
		First time registering for the APR or TLP? Register bere:	confidentiality and integrity of the d		Decembe	s 891412	.00	January 2019 vs. Janua 942113.00 A + 229802.00 / +31.495	
		Hepister	NOUSTRY incigh	(05) U.S. Automobile & Light Duty Mot (05) U.S. 440000000000000000000000000000000000			Close Save Changes	The To Date vs Micr 1	
		Note For contrast with the prediction or these exceptions not matched or contracted with part IDA members the context late.						542113.00 A	

# 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:**

- O Your Data
- O ISA Distributor/Manufacturer Index
- O Public/Private ISA Distributors
- Purchasing Managers' Index (PMI)
- O U.S. Industrial Production
- Automotive
- Aerospace
- Agriculture
- O Steel Consumption/Industry
- Energy Upstream/Downstream
- Construction Industry

## **Comparison Types:**

- O Prior Month
- O Same Month, Prior Year
- O YTD vs. Prior YTD

## Sales Forecasting (coming soon!)

**NOTE:** To ensure confidentiality, ISA has retained the services of Industry Insights, an independent research and analytics firm based in Columbus, OH. Industry Insights will distribute the survey and collect and process the survey results. Industry Insights is one of the largest and most-respected survey research firms in the country. They have processed millions of survey questionnaires and are highly sensitive to the confidential and proprietary interests of survey respondents.

