

**INDUSTRY** insights

A Brand-New addition in 2019, ISA and a taskforce of leading manufacturers have partnered to develop and launch the channel's first suite of analytics designed specifically for manufacturers with Channel 2.0 in mind. With the rapid evolution of the industrial channel, the need for transparency and data-driven strategies has never been more important. The groundbreaking Manufacturer Analytics platform provides actionable industry benchmarks and critical insights that drive organizational change and performance in your business.

## Gain an unprecedented level of information on...

- ✓ Channel Performance
- ✓ Salesforce Models and Performance
- Operational Metrics
- ✓ And more!

## **PARTICIPATION FORMAT**



## RESULTS

		Display Your Data? Annual Sales Volume Advanced Filters Selected Filters	Region • • • • • • • • • • • •	Afunte     Autoria     South Central     Korth Central     Korth Central	Association Specific Filter	Salected Filters Annual Sales Volume Sales to 5000 million Sales de Sales Noncolent	East South Central							
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Static Reports		Interactive, Online Reporting Capabilities												

**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.