

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!

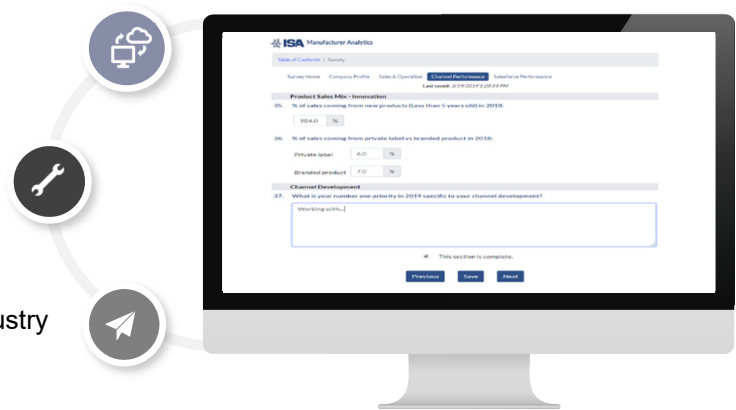
PARTICIPATION FORMAT

Online, interactive form housed within the ISA Manufacturer Analytics Benchmarking Platform.

User-friendly features and offline* options built-in to assist in the respondents' submission.

*Excel and PDF versions of the survey are available

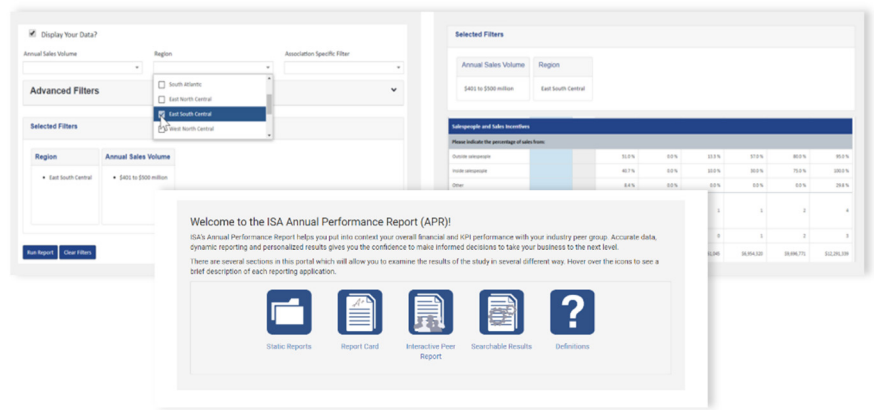
All submitted data are transmitted directly to Industry Insights' secure server.



RESULTS



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.