2017 NAED TECHNOLOGY BENCHMARKING SURVEY

Average percentage of customers accessing a distributor's website in a typical month.

Average percentage of customers placing orders on a distributor's website in a typical month.





Average percentage of a distributor's total sales entered online in a typical month.



Which of the following does your company's website provide?*



Company contact information

82%

Links to business/



72%

Search

function

98%





65%

Product

specification sheets

86%

Links to manufacturer

websites

social media outlets 60% Technical specification sheets

60% Order product online

54% Price auotes

Current stock levels

51% Material safety data sheets (MSDS)

46% Technical Drawings

41% Frequently asked questions

23% Purchase suggestions similar to Amazon

22% Live chat capabilities

What types of activities can be performed on your company's website?*









Check prices or Look at pictures Find nearest of products request a quote branch with materials in stock

Review/pay invoices and statements

44% Check order status or manage jobs

43% Download application and install guides

35% Schedule, track or verify receipt of shipments

33% Receive technical support

10% Document shipping damage, defective products or request return

The following issues are most important to distributors.*

Data in our business system is accurate and up to date

A reliable source for product information Data security across all locations and devices

A reliable source for accurate pricing information

94%







Does your company supervise or regulate the license, distribution or management of approved apps to employees?

39% 61% NO YES

In the past year, has your company been hacked, experienced an unauthorized online intrusion, or another type of data breach?



NO YES

DON'T KNOW

The following functionalities are currently available.*









Login capability

Search results provide customer specific pricing across the website

58% Personal product lists



Linked to business mgmt software/ERP for real time results



search results

Customized online product catalog



40% Online payment capability



36% Sales tax and shipping estimate

For distributors with a website search feature, the following specific search functionalities are available.*

85% Search by manufacturer/brand name

82% Search by manufacturer/part numbe

81% Search by product category

% Search results provide product images

55% Search by customer part number

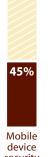
48% Search by customer brand name

29% Search results provide product comparisons

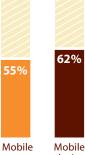
Which mobile technologies do distributors use today?*



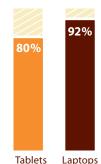
Mobile device mgmt (MDM)



security policies



device apps oriented website





For distributors employing mobile apps, what types are offered*

78% For customers

57% For internal use

15% For suppliers or business partners

What is your company's primary source of pricing information?*

58%

25%

14%

Directly from the manufacturer

Industry Data Exchange Trade Association (IDEA) service

Which social networking sites does your company use?*



Facebook

87%

20%



LinkedIn

73%







Twitter 63%

YouTube 54%

70%

20%

* Multiple responses allowed for all questions in this category, so percentages will not equal 100.