



NATIONAL ASSOCIATION OF
ELECTRICAL DISTRIBUTORS

NAED Technology Benchmarking Survey

2015 & 2016 Results

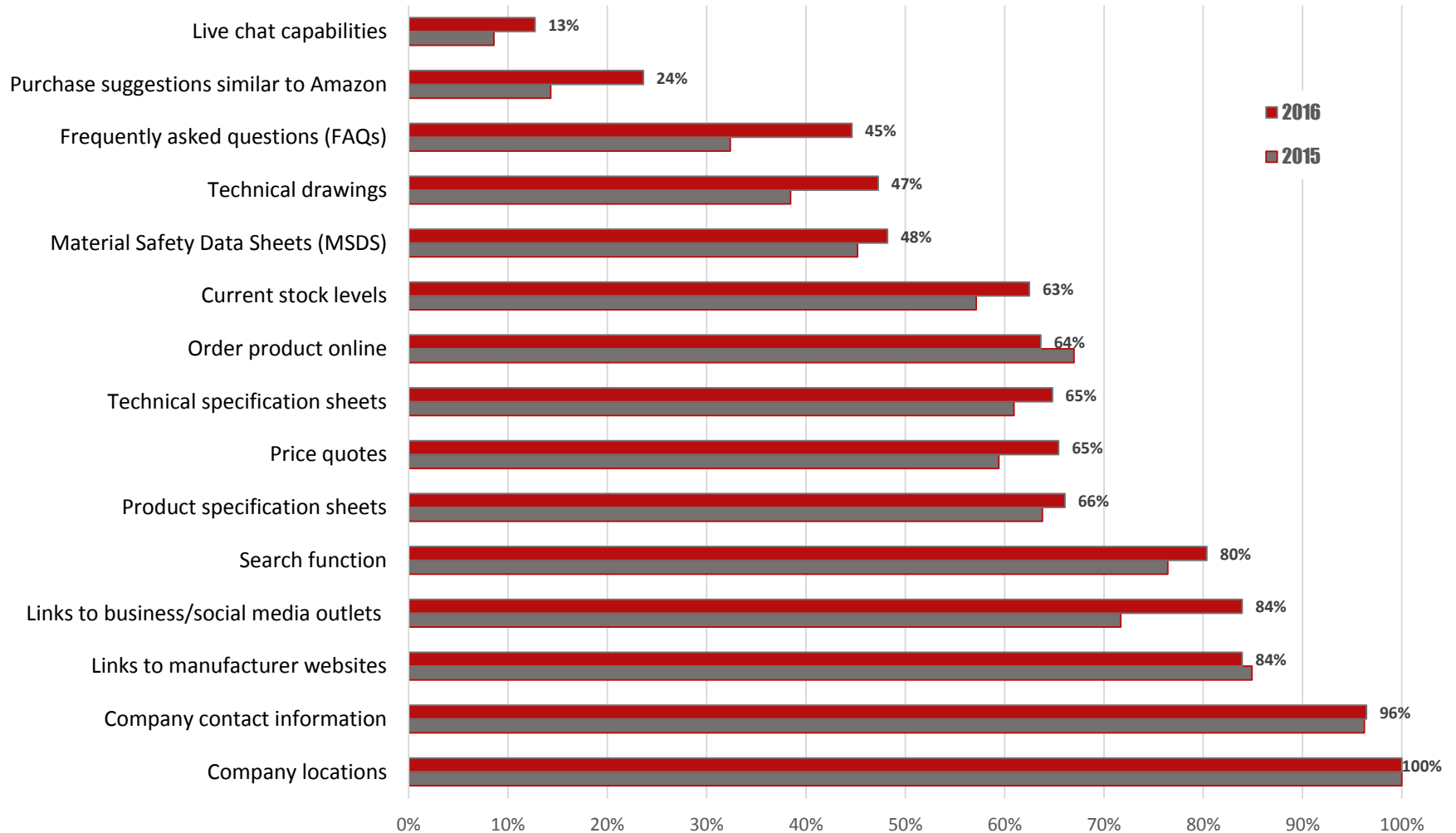
September 2016

NAED's technology benchmarks help you stay tuned in to how the industry is approaching the latest trends. When you need the big picture, these resources set the bar -- and your priorities -- for using technology to enhance everything from your employees' customer interactions to your bottom line. Look for more information on the Technology Roadmap section of the NAED website.

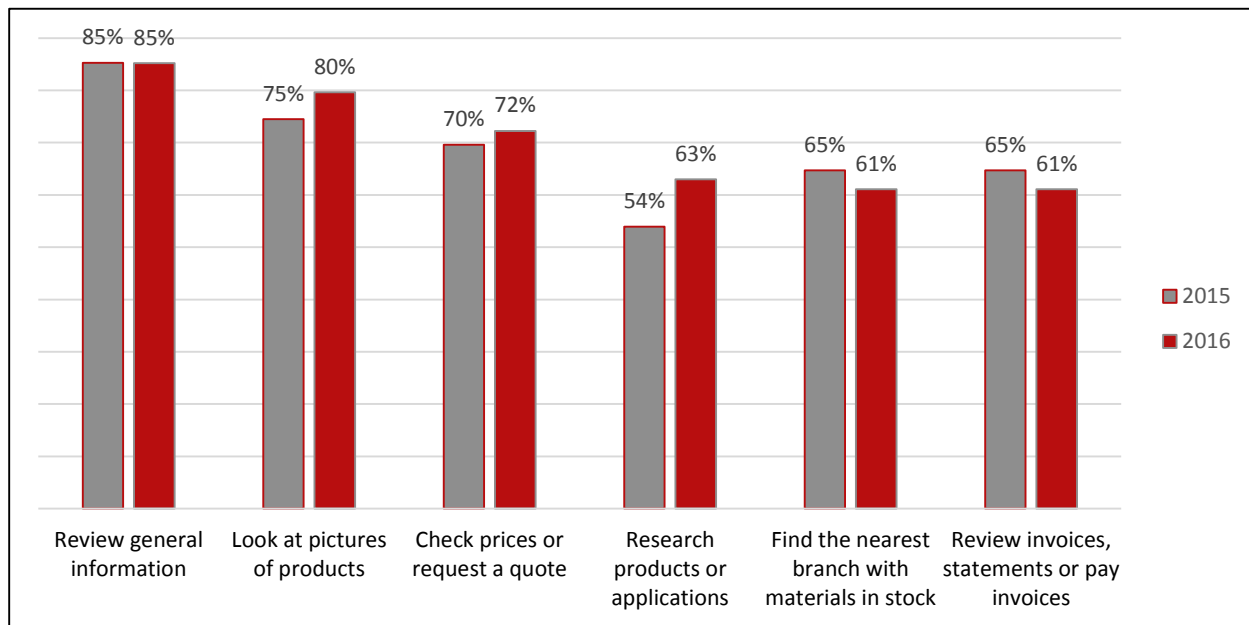
The 2016 survey was sent to NAED distributor members to gauge their companies' website capabilities, deployment of mobile devices, and use of social media. The following slides feature comparisons of key results from the 2015 and 2016 surveys.

We would like to thank everyone who participated in this year's survey. We are most grateful to the members of the Strategic Technology Committee for their ongoing support and insights. Thank you.

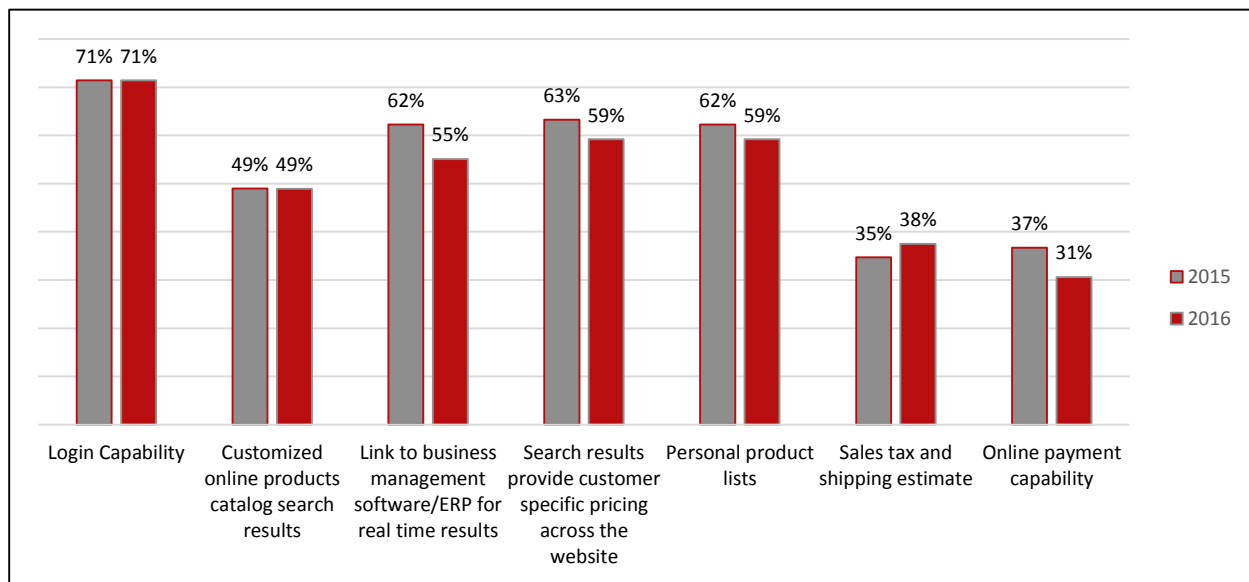
Which of the following does your company's website provide?



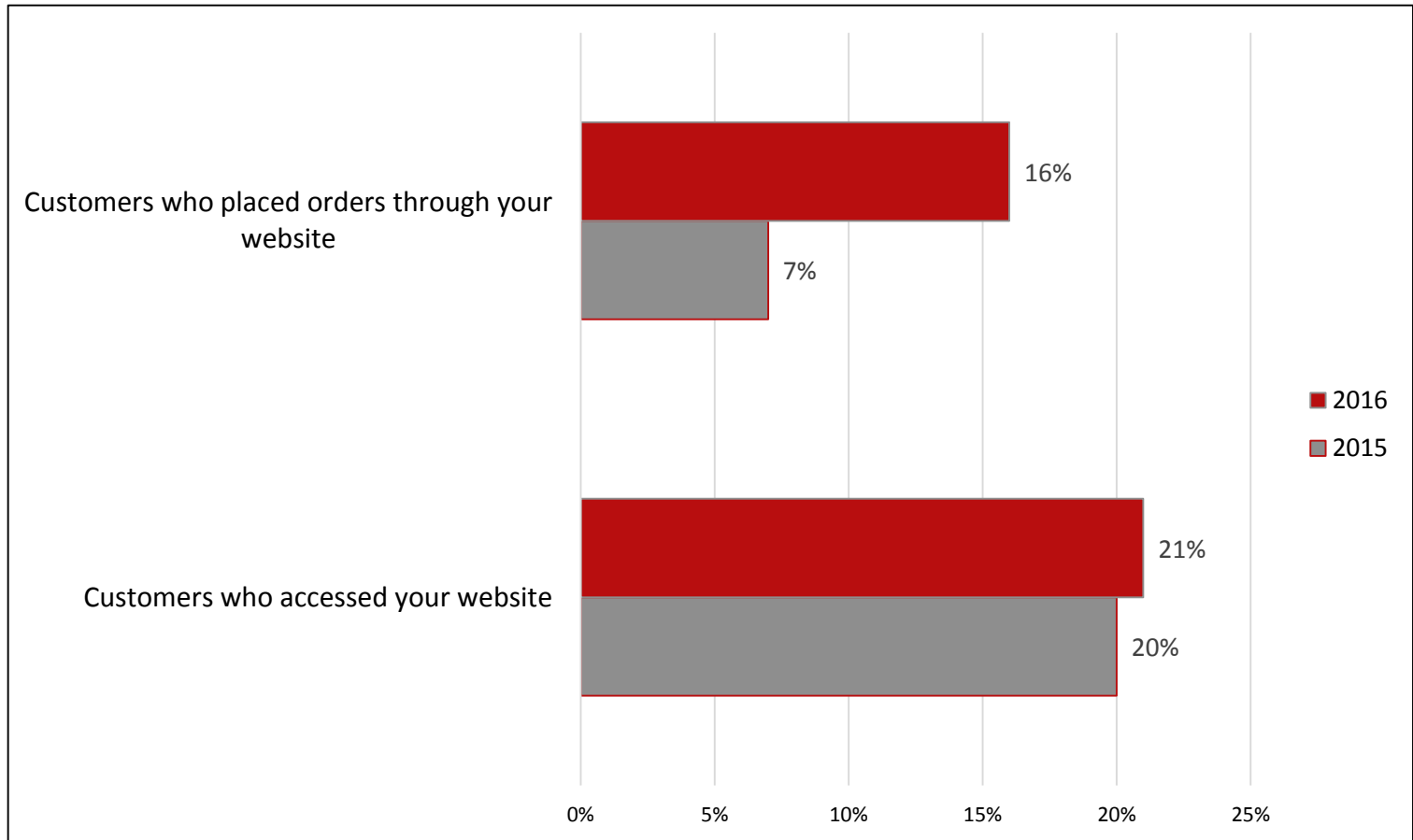
What types of activities can be performed on your company's website?



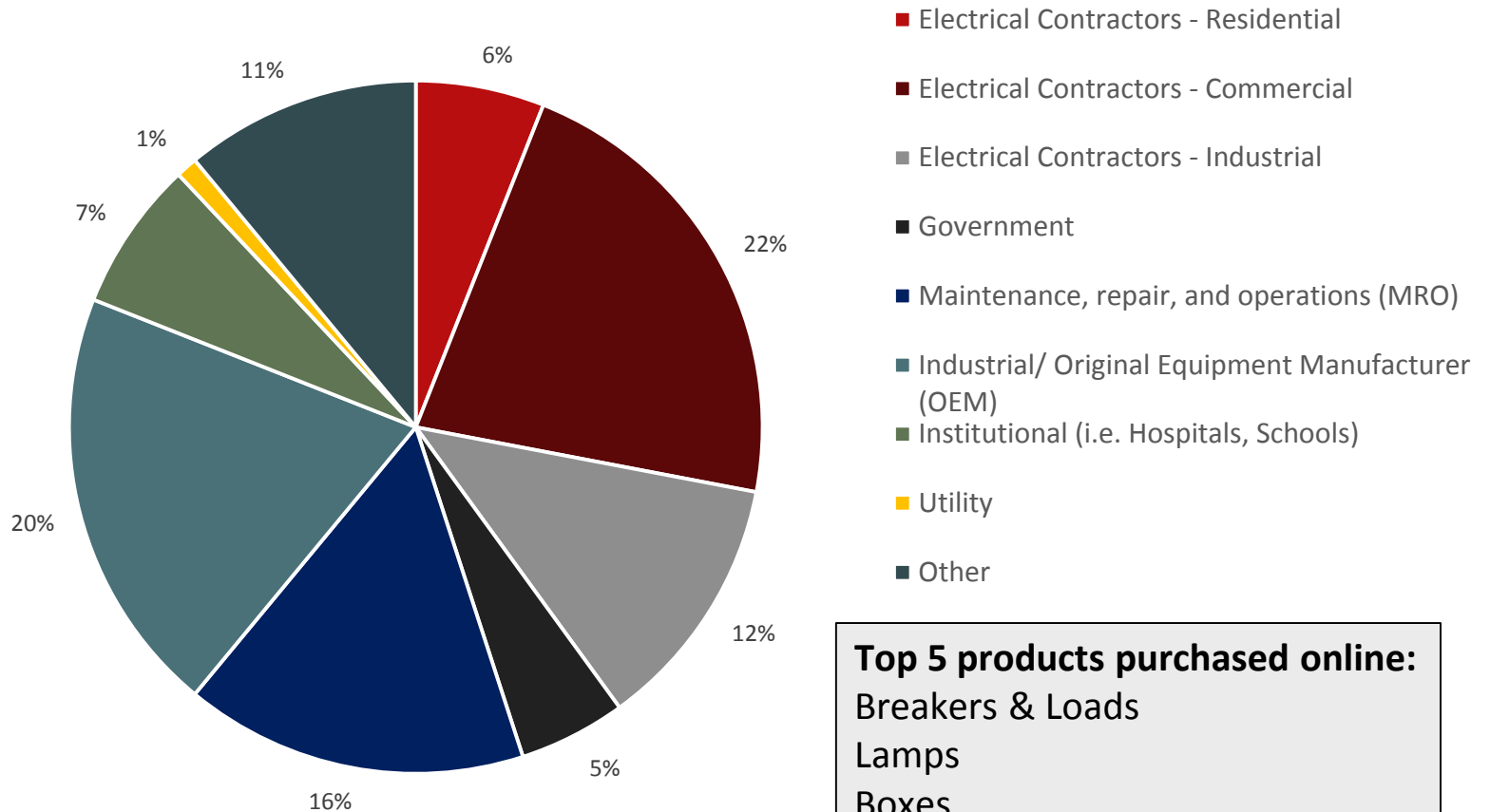
Which functions can website visitors use?



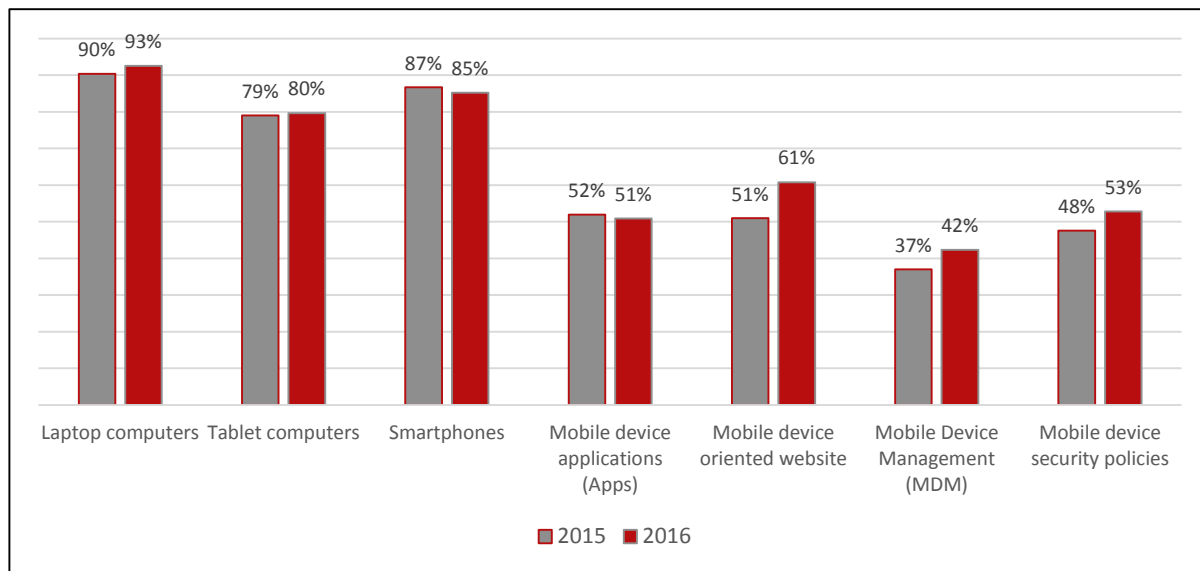
A look at the “typical” month



Online orders broken down by customer segment

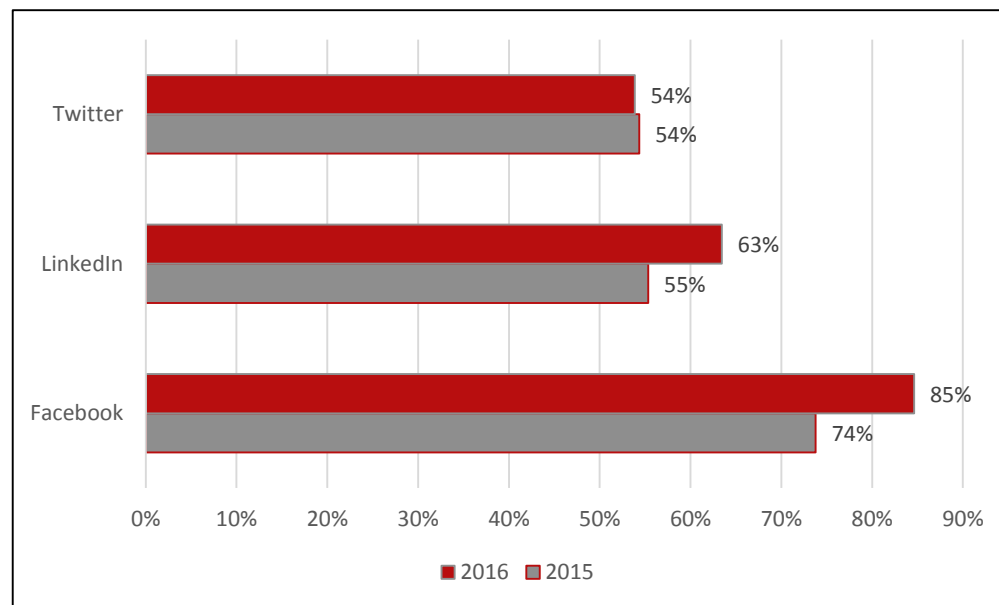


Top 5 products purchased online:
Breakers & Loads
Lamps
Boxes
Conduit & Cable Fittings
Wire & Cable

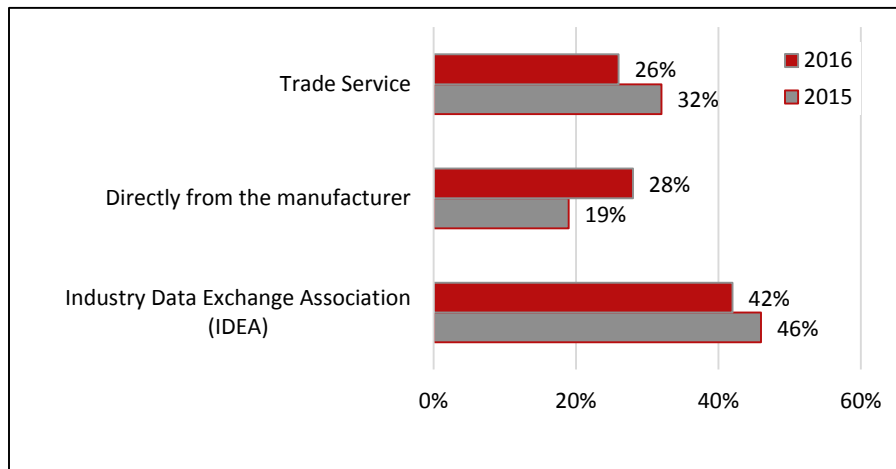


Mobile technology use

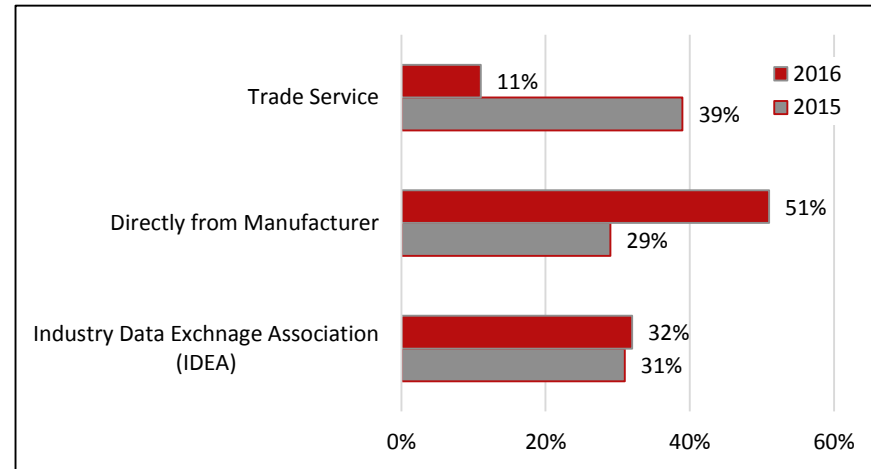
Social media



What is your company's primary source of master product file information?



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



Availability of Electronic Data Exchange (EDI)*

2015

2016

86%

91%

Available today

4%

0%

Actively Investigating

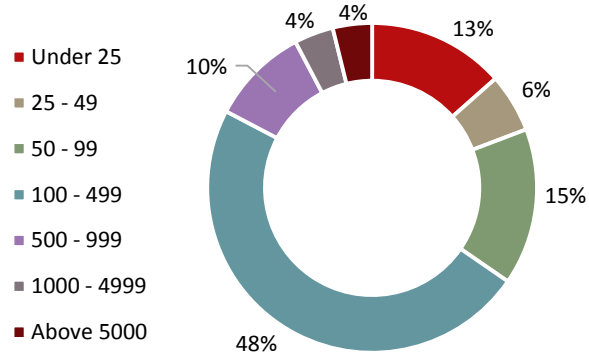
10%

8%

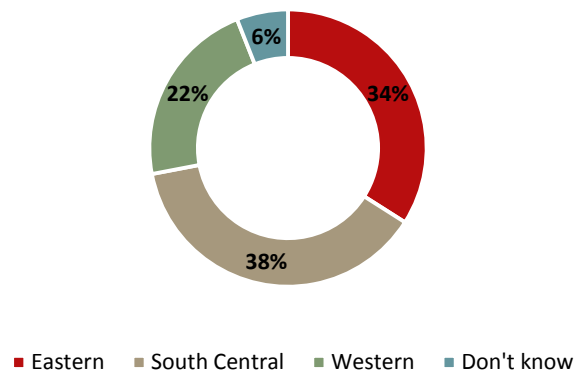
No plans

*may not equal 100% due to omission of other categories

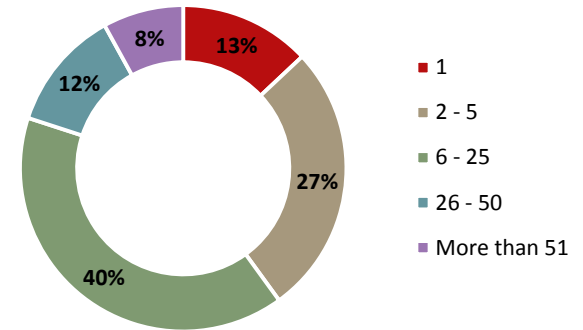
Number of employees



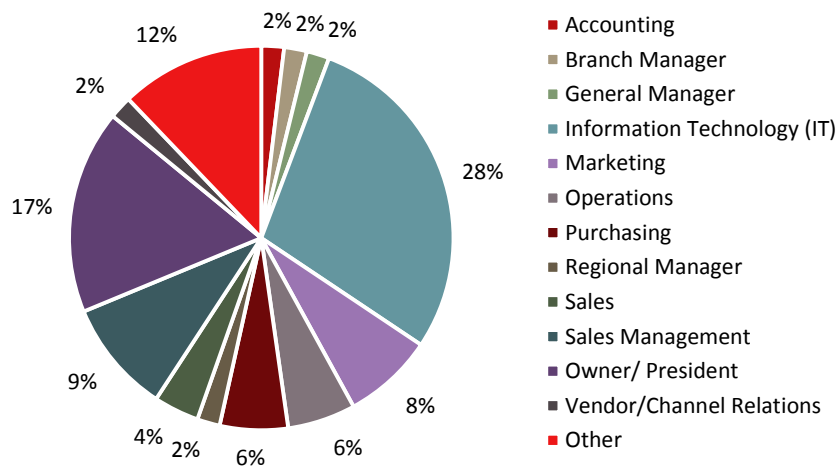
NAED Region



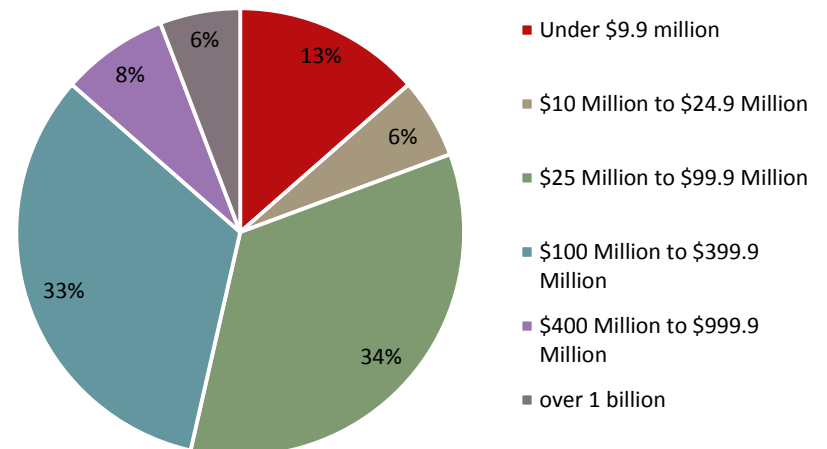
Number of branches



Job title



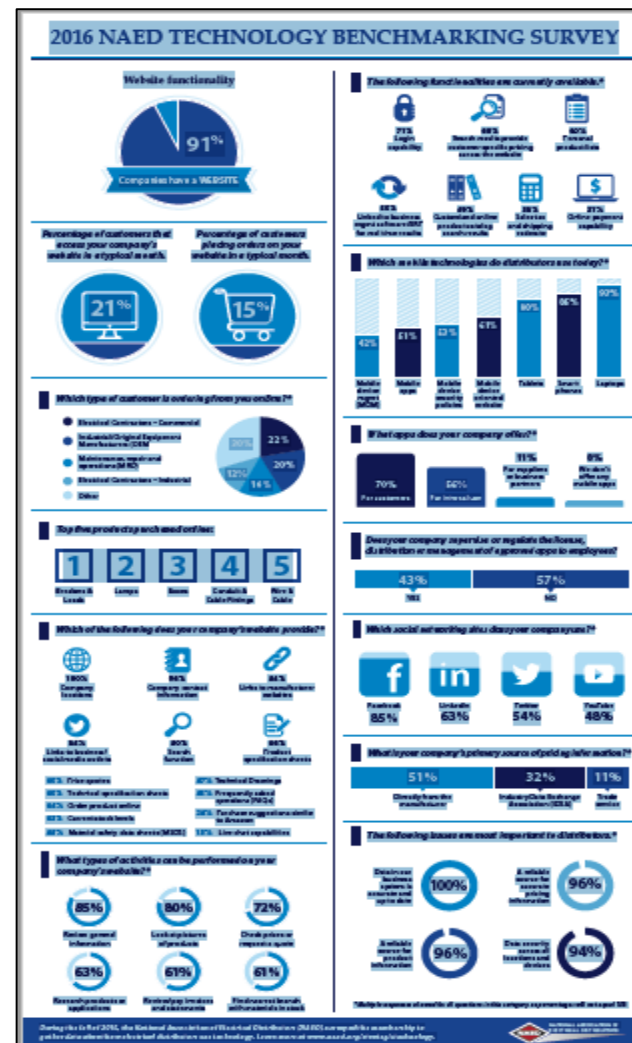
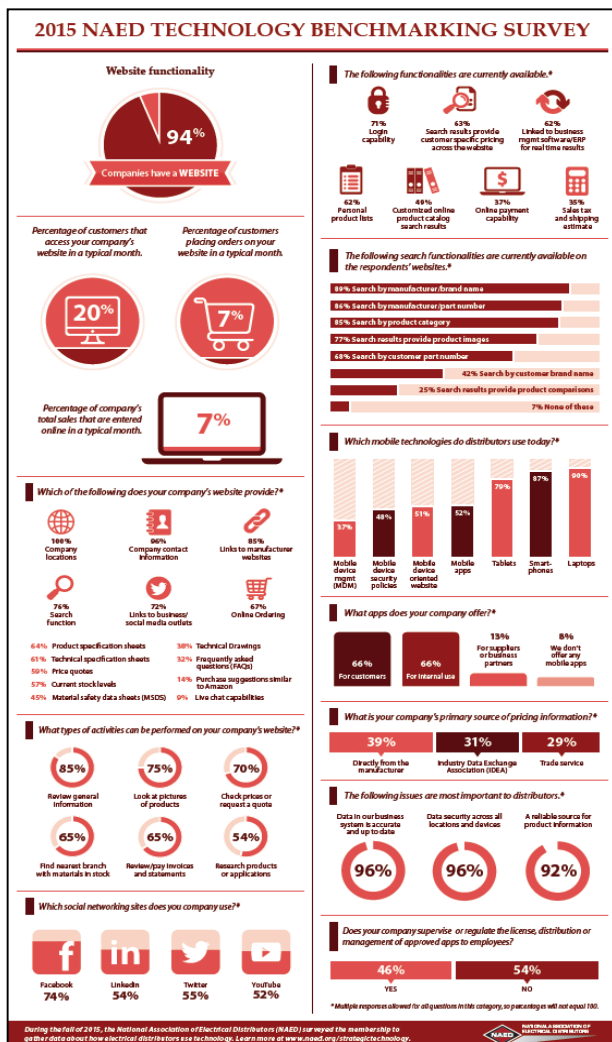
Approximate annual revenue





NAED Technology Benchmarking Surveys

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infographs,
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