

HEALTHCHECK

Marketing Supply Chain Baseline Analysis Print, Point of Sale and Branded Merchandise Categories



Your company can receive a no obligation review of the current health of your marketing supply chain by our team of experts by answering a few questions. We will ask for some basic high-level data below to understand your current environment and compare it to our benchmarks and best practices to let you know where you stand vs. top performing peers. We will share the results with you via a brief follow-up call and review opportunities for areas of potential optimization.

Please complete and submit by email to info@supplylogic.com

Question	Your Response
How many suppliers do you have in-network for procurement of print, branded merchandise, and Point of Sale materials?	Please enter a Number:
How often do you examine these categories of spend? Comments, if any:	Please Select ONE of the below by clicking on the box: <input type="checkbox"/> On each new request <input type="checkbox"/> Quarterly <input type="checkbox"/> Semi-Annually <input type="checkbox"/> Annually <input type="checkbox"/> Upon contract renewal with supplier
How many resources are responsible to empanel new suppliers, manage contracts and conduct RFPs, etc.?	Please enter a Number:
What is your total organizational <u>ANNUAL</u> spend in the following categories: printed materials, branded merchandise and Point of Sale materials?	Please Select ONE of the below by clicking on the box: <input type="checkbox"/> <\$5m <input type="checkbox"/> \$5m-\$10m <input type="checkbox"/> >\$10m
Do you currently have visibility of this category spend across suppliers with clear dashboards/reporting/ analytics/centralized data?	Please Select ONE of the below by clicking on the box: <input type="checkbox"/> None <input type="checkbox"/> Some Areas <input type="checkbox"/> Most Areas <input type="checkbox"/> All Areas
Number of locations which marketing materials need to be distributed?	Please enter a Number:
How are you distributing marketing materials to your locations? Comments, if any:	Please Select ONE of the below by clicking on the box: <input type="checkbox"/> Centralized push from warehouse to locations <input type="checkbox"/> Decentralized pull from suppliers direct to locations <input type="checkbox"/> Mix of the above
How are resources currently allocated to manage the print, branded merchandise, and Point of Sale materials execution for Marketing? Comments, if any:	Please Select ONE of the below by clicking on the box: <input type="checkbox"/> We have a fully dedicated team. <input type="checkbox"/> Responsibility is spread across functions/staff that have other primary responsibilities. <input type="checkbox"/> All or part of the category is outsourced to a 3rd party managed services provider for this category.
How many portals and/or systems do your teams use to procure, execute, and manage brand campaigns?	Please Select ONE of the below by clicking on the box: <input type="checkbox"/> <5 <input type="checkbox"/> 5-10 <input type="checkbox"/> >10
How would you rate the level of automation in your current state from request to fulfillment? Comments, if any:	Please Select ONE of the below by clicking on the box: <input type="checkbox"/> High – almost touchless <input type="checkbox"/> Moderate – mix of automated and manual processes <input type="checkbox"/> Low – mostly or all manual processes

