The Promotional Products Industry Technology Report
Highlights From The 2018 Business Study

**Scale Of Operations**

- **Company Size** (By Number Of Employees)
  - <100 Employees
  - 2 to 4
  - 101-500 Employees
  - 5 to 10
  - 501+ Employees
  - More than 11

**The Role Of IT**

- **IT Team Size**
  - Suppliers: 14%
  - Distributors: 24%
  - Suppliers: 56%
  - Distributors: 59%

**Spend**

- **Annual Revenue On TECHNOLOGY**
  - Suppliers: 9%
  - Distributors: 16%

- **Technology Budget On SOFTWARE**
  - Suppliers: 43%
  - Distributors: 36%

- **Technology Budget On HARDWARE**
  - Suppliers: 33%
  - Distributors: 71%

- **Technology Budget On SERVICES**
  - Suppliers: 24%
  - Distributors: 30%

**Website Updates**

- **Suppliers**
  - Annually: 29%
  - Every other year: 55%
  - Every 3 years: 6%
  - As needed: 10%

- **Distributors**
  - Annually: 24%
  - Every other year: 7%
  - Every 3 years: 7%
  - As needed: 62%

**Distributor Website Features**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Us</td>
<td>86%</td>
</tr>
<tr>
<td>Navigation Bar</td>
<td>85%</td>
</tr>
<tr>
<td>Product Catalog</td>
<td>74%</td>
</tr>
<tr>
<td>Ecommerce Capabilities</td>
<td>46%</td>
</tr>
<tr>
<td>FAQ</td>
<td>41%</td>
</tr>
<tr>
<td>Terms &amp; Conditions</td>
<td>35%</td>
</tr>
<tr>
<td>Secured Connection</td>
<td>28%</td>
</tr>
<tr>
<td>Sitemap</td>
<td>27%</td>
</tr>
<tr>
<td>Privacy Policy</td>
<td>25%</td>
</tr>
<tr>
<td>Reporting Tools</td>
<td>20%</td>
</tr>
<tr>
<td>Career Page</td>
<td>15%</td>
</tr>
<tr>
<td>Live Chat</td>
<td>7%</td>
</tr>
<tr>
<td>None Of The Above</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Have A Website**

99% have a website.

**Use ERP Software**

21%

**Use Accounting Software**

82%

**Use CRM Software**

66%

**Use OMS Software**

64%

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