

2026 PPAI 100: Distributor Innovation Survey

(untitled)

1) Who is Taking this Survey*

First and Last Name: _____

Title: _____

Company Name: _____

Company PPAI #: _____

Email Address: _____

2) I certify that all answers I provide are accurate and truthful to the best of my knowledge.*

Yes

3) If you are the top executive of your company, please confirm below. If you are not, please provide the top executive's details.*

Yes, I am the top executive.

No, I am not the top executive. (Please provide the top executive's details below.)

4) Top Executive's Information:*

Full Name: _____

Title: _____

Email Address: _____

5) If you are not the contact for the PPAI 100, please provide the contact details of the person who is.

Full Name: _____

Title: _____

Email Address: _____

Integration Related Metrics for Exchanging Data

6)

How many suppliers provide real-time inventory feeds to your ERP or Order Management System?

- More than 10 Suppliers
- 8-10 Suppliers
- 4-7 Suppliers
- 1-3 Suppliers
- None

Online Payment Options

7) Do you offer a secure online payment portal for customers to pay bills securely?

- Yes

() No

() I Don't Know/Other (please explain):

8) Do you have multi-factor authentication implemented across your systems?

() Everywhere

() Most

() About half

() Some

() None

() I Don't Know/Other (please explain):

Security-Related Metrics

9) Do you have a cybersecurity rating from an external provider such as SecurityScorecard? (select one):

() If yes, what is your score?: _____

() Provider (if not SecurityScorecard) and total available score/grade scale through your provider:: _____

() We Don't Have One

() I Don't Know/Other (please explain):

Cloud Services Utilization

10) Does your company use an ERP or Order Management System as a single source of truth for business transactions?

() Yes

() No (please explain): _____

IT Governance and Compliance

11) How does your firm ensure compliance with relevant IT governance and data protection regulations? (Select all that apply):

[] Regular compliance audits

[] Data protection officer or equivalent role

[] Employee training on data protection and privacy

[] Use of compliance management software

[] Other (please specify):: _____

Digital Transformation Readiness

12) Does your firm have a formal digital transformation strategy? (Select one):

() Yes; it is documented in writing/presentation with periodic check-ins

() Yes, but it is undocumented/informal

() Currently In Development

() No

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IT Support, Cost & Turnover

13) What is the biggest challenge your company faces in driving innovation within the promotional products industry?

14) What is the average ratio of your IT support employees to internal users? (Please provide this as a ratio, e.g., 1:50, representing 1 IT support person for every 50 internal users/employees.)

15) What percentage of your total annual revenue is allocated to all IT costs (tech, people, etc.)?

% of total revenue allocated toward IT

0 100

Please select one only if you did not answer the above question.

() I don't know

() I don't wish to share

16) What was your IT staff turnover rate in the last year? (Please provide the percentage of IT staff who left the company.)

[]

Adoption of Emerging Technologies

17) Which of the following emerging technologies has your firm adopted or is planning to adopt within the next year? (Select all that apply):

[] Artificial Intelligence (AI)

[] Blockchain

[] Internet of Things (IoT)

[] Augmented Reality (AR)

[] Virtual Reality (VR)

[] 3D Printing

[] Other (please explain): _____

[] None

18) What are the top challenges in implementing a digital transformation strategy in your firm?

() Budget constraints

() Lack of expertise

() Resistance to change

() Other (please specify): _____

Thank You!
