

# 2026 PPAI 100: Distributor Innovation Survey

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(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: \_\_\_\_\_

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## **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

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## **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):

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

☐ Everywhere

☐ Most

☐ About half

☐ Some

☐ None

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

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## **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):

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## **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): \_\_\_\_\_

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## **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):: \_\_\_\_\_

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## **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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## For Publication Purposes | Non-Scoring

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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?**

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**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.)**

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**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.)**

\_\_\_\_\_ [ ] \_\_\_\_\_

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## **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): \_\_\_\_\_

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**Thank You!**

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