

# 2026 PPAI 100: Supplier 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) Is your firm utilizing integration technologies to provide order status or inventory to distributors through PDX, PromoStandards or other options?**

☐ Yes

☐ No

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

\_\_\_\_\_

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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):

\_\_\_\_\_

**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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## 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) In which areas of your business are you considering or implementing AI?**

☐ Inventory management

☐ Customer support

☐ Product personalization

☐ Other (please specify): \_\_\_\_\_

**19) What challenges do suppliers face in adopting emerging technologies like AI, blockchain, or IoT?**

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**Thank You!**

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