

# 2018

## TECHNOLOGY BENCHMARKING SURVEY

NAED



**20%**  
OF CUSTOMERS  
ACCESS A  
DISTRIBUTOR'S  
WEBSITE IN A TYPICAL MONTH



**5%**  
OF CUSTOMERS  
PLACE ORDERS ON  
A DISTRIBUTOR'S  
WEBSITE IN A TYPICAL MONTH



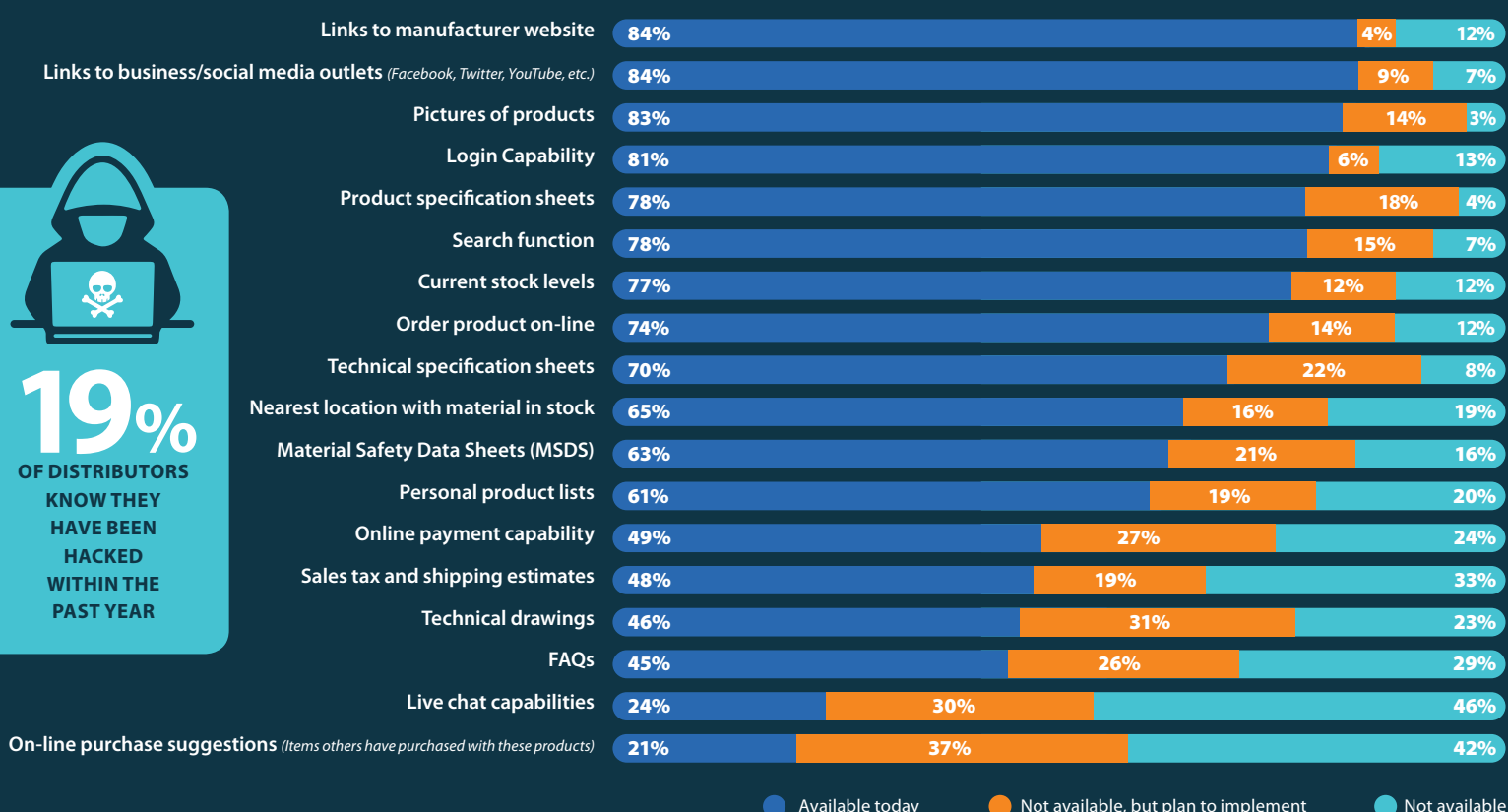
**3%**  
OF A DISTRIBUTOR'S  
TOTAL SALES ARE  
THROUGH ONLINE  
ORDERS IN A TYPICAL MONTH

\*The above percentages are medians

### DISTRIBUTOR WEBSITE FUNCTIONALITIES AND FEATURES



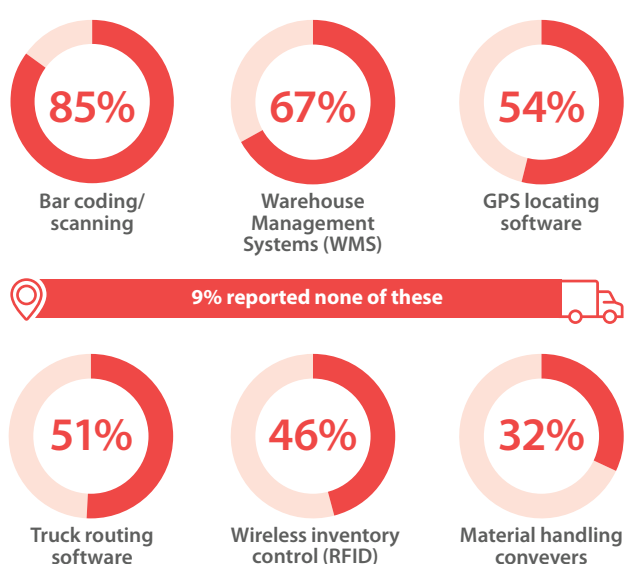
**19%**  
OF DISTRIBUTORS  
KNOW THEY  
HAVE BEEN  
HACKED  
WITHIN THE  
PAST YEAR



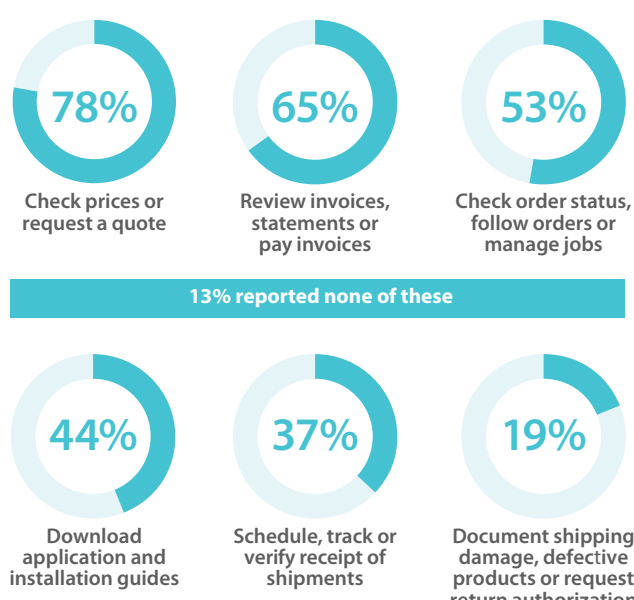
### SOCIAL NETWORKING SITE USAGE



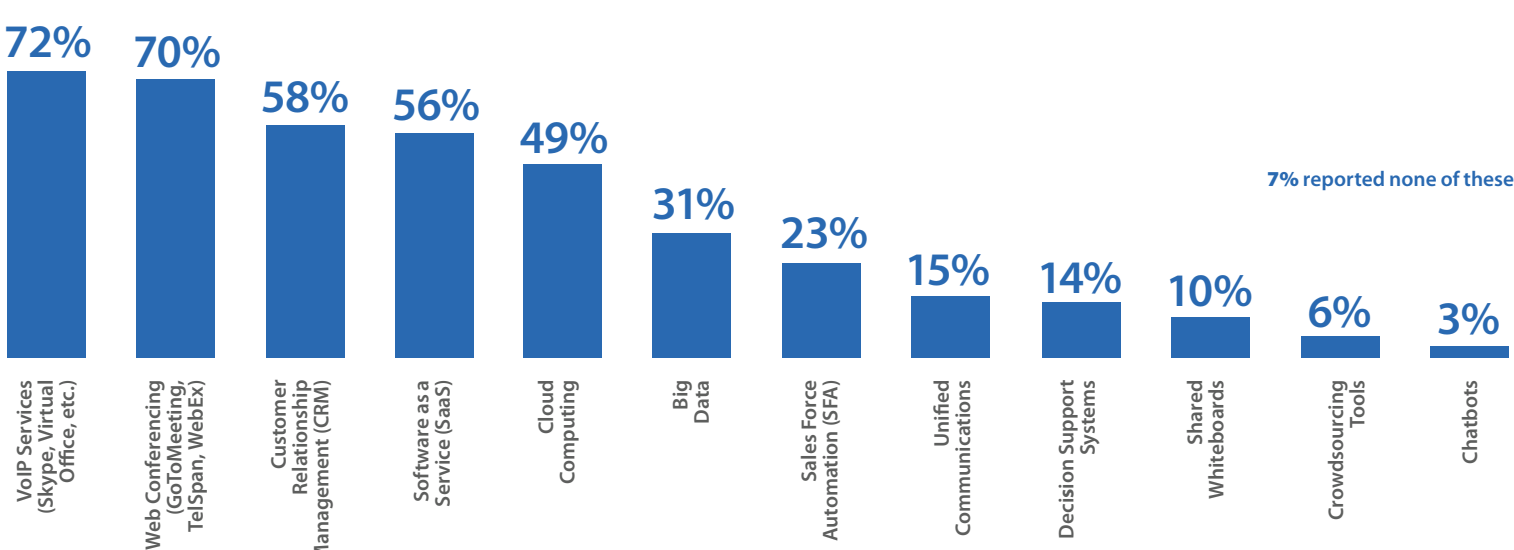
### WAREHOUSE & LOGISTICAL TECHNOLOGIES



### ACTIVITIES YOU CAN PERFORM VIRTUALLY



### DISTRIBUTOR USE OF THE FOLLOWING STRATEGIC TECHNOLOGIES



### STATUS ON EMERGING TECHNOLOGIES

