



Leading Indicators

WEB-BASED FINANCIAL BENCHMARKING TOOL

Compare Your Performance to the Industry's & Track Your Performance Trends

Sponsored by Konica Minolta

Leading Indicators is a fully web-based financial benchmarking survey of metrics, trends, and issues critical to print, mail, fulfillment, and marketing services providers. Leading Indicators offers a real-time profile of your company's performance in essential areas such as revenue growth, productivity, and profitability. It shows the current operational state of your company so decisions can be based on the best information available today—not six months or a year ago.



A 3D DIAGNOSTIC TOOL

Leading Indicators is a part of the Idealliance 3D Diagnostic Tool Set, a set of Idealliance business management assessment tools

NO CHARGE TO PARTICIPATE

Register and learn more at idealliance.org/leading





**NO CHARGE TO
PARTICIPATE**

Register and
learn more at
idealliance.org/leading

In our hypercompetitive industry **SPEED MATTERS.**

Metrics tracked in the Leading Indicators program are relevant to companies of all types and sizes. In a word, they are “universal.” The Leading Indicators program allows participants to both compare their performance with all participants’ results and track the trends in their own performance. The data shows in real-time—where they are leading the pack and where they are trailing, where they are heading up and where they are heading down. They can then build on strengths and address weaknesses, a must-do in an industry where, without exception, companies now either move forward or fall behind.

An Industry & Member Benefit

Leading Indicators is open to both Idealliance members and non-members. There is no charge to participate. Only Idealliance members can break results out for companies most like their own. (Non-members can only view all-group results.)

Who Participates

Current participants include commercial printers, quick printers (independents and franchisees), specialty printers, providers of mailing services, providers of marketing services, and various “combination” companies. Annual sales range from less than \$1 million to more than \$200 million. Some are focused on a few core services; some are highly diversified. Some have full-time sales representatives; some don't.

Join the Leading Indicators Community

All participants may join the private Leading Indicators Community, where they can discuss the program, post questions and comments, and get real-time feedback.

How Does Leading Indicators Work?

Participants...

- 1 Create a company profile at research.epicomm.org.
- 2 Enter company type, size, ownership, and products and services.
- 3 Each month, submit the following data (takes 5 minutes):
 - Gross Sales
 - Paper Cost
 - Other Chargeable Materials
 - Outside Services
 - Cost of Goods Sold
 - Payroll
 - Factory Payroll
 - Gross Profit
 - EBITDA
 - Spoilage/Rework
 - Accounts Receivable
 - Employees
 - Sales Personnel
- 4 Leading Indicators instantly generates vital benchmarking metrics—offering immediate value to participants.



Benchmarking Metrics

Participants access a table showing all-participants average for the following metrics for the most recent month, year-to-date, and the same periods one year earlier.

- Paper/Sales
- Value Added/Sales
- Spoilage-Rework Percentage
- Cost of Goods Sold/Sales
- Gross Profit/Sales
- Sales per Employee
- Payroll/Sales
- EBITDA/Sales
- Value Added per Employee
- Factory Payroll/Sales
- Receivables Days Outstanding
- Sales per Salesperson

Is My Data Secure?

- Leading Indicators data is captured and presented from a secure web-based system.
- A unique identifier code is provided to maintain strict, password protected, confidentiality.
- Only participants can access program results.

How Do I Access Results?

All participants access compiled results from the Leading Indicators website, including averages of the 13 vital metrics. Summaries of responses to the behind-the-numbers questions are provided. Non-participants do not have access to Leading Indicators results.

Thank You to Our Champions

A program such as Leading Indicators doesn't just happen. It requires champions who provide support from its earliest days. Konica Minolta, which provided generous financial support, and the companies that built the program's initial database, are Leading Indicators champions. They've helped create an innovative tool for effectively evaluating and improving the performance of our companies. For that, they deserve our gratitude.



KONICA MINOLTA

How Do I Participate?

Visit the Leading Indicator website idealliance.org/leading to view FAQ's, sample data-entry pages, and sample results.

To participate, contact Leslie Karhoff at 703.837.1091 or lkarhoff@idealliance.org



Leading Indicators



Idealliance.