

Custom Research and Industry Insights

Marketing your organization requires content with supporting data and insights to position it as an industry leader. Many companies don't have the resources for a research department and or the bandwidth to do it themselves. ISM can help.

ISM works with you to create original research, with insights to your customers, and ours, that you need to make business decisions. We can even deliver your content through a number of channels. Our customers, more than 40,000 procurement and supply chain professionals, indicate that valid research on a product or service helps them make the final purchasing decision. Don't let this crucial decision-making opportunity pass you by.



Do you already have valuable research for supply chain management decision-makers? ISM can be your distribution channel. Would you rather have ISM conduct the research for you? We can do that, as well. Whatever your decision, ISM can deliver.

Customized Research

- ISM conducts research to targeted groups within our customer base.
- Choose from qualitative (focus groups, indepth interviews) and quantitative (surveys: online, phone, mail) research methods based on your business needs
- With your guidance, ISM develops a co-branded white paper.
- You can distribute the findings through your own channels or select from the options below.

Distribution

- Your research is published in Inside Supply Management®, and distributed to more than 45,000 supply chain members worldwide.
- An abstract and link to the full version are included in ISM's Supply Chain Weekly e-newsletter (more than 20,000 subscribers).
- An abstract and link to the full version are included in ISM's MembersEdge e-newsletter.
- Promoted through ISM social media channels: LinkedIn, Facebook and Twitter.
- Co-branded email promoting your unique research is distributed to ISM customers.
- Your research is the star of a customized event within an event at the most relevant ISM conference for your business needs.

Present Findings Virtually

- ISM delivers your content during a web seminar.
- ISM presents your research in a series of podcasts.

Contact Kathy Braase for more information and Pricing —
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"We provide research-based information to help achieve your objectives. From secondary research to multiphase primary studies, ISM Research is poised to deliver the tools and instruments your business needs to reach your goals."

Paul Shik Lee, Jr.
Director, Research
Institute for Supply Management™