



Direct Store Delivery Leaders Say:

# NEW TECHNOLOGY & PROCESSES ARE CRITICAL TO COMPETE

Survey results show leaders look to system and process improvements to overcome growing challenges.



of those surveyed agree that business is becoming **more complicated**.

**Productivity, Operating Costs & Revenue Generation** are the **top three** strategic priorities.

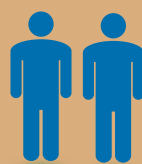


**Less than half** think that their sales reps have the tools that they need to do their jobs effectively.

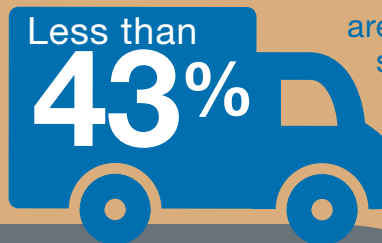
Organizations that have undergone a **re-engineering process** have experienced, or expect to experience, an average tangible cost-saving of \$734,000 with an average high of about

**\$1.5 Million** in the U.S.

**6 in ten** see DSD as a key component of their company strategy going forward.



**51%** consider retailer relations a challenge.



Less than **43%**

are confident the systems on their DSD routes are fit for their future needs.



**51%**

are **still** using pen and paper on their routes.