



# IDC-USA

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April 1, 2011

Mr. Thomas Tesoro  
VP of Sales & Marketing  
Jason Industrial, Inc  
340 Kaplan Drive  
Fairfield, NJ 07004

Re: IDC Supplier Value Index

Dear Thomas:

We have enclosed our annual IDC Supplier Value Index. First and foremost, the objective of the IDC Supplier Value Index is quite simple:

**To provide a benchmark analysis to measure the value of the partnership between  
IDC Preferred Suppliers and IDC-USA.**

The IDC Supplier Value Index has created a benchmark of four categories: Product, Customer Service, Financial, and Sales & Marketing. These categories contain up to a total of 50 areas of measurement for our IDC Preferred Supplier programs. Each of these areas has scoring potentials ranging from 0 to 35 points.

The total amount of points that can be scored by a **Distribution Center** program is **1425**. The total number of points available by a **Drop Ship** program is **1330** and the total possible points for a **Direct** program is **1010**. It should be understood that the IDC Supplier Value Index (SVI) has not been designed with the expectation that any supplier would receive the maximum number of points available. Common sense says that it would be highly improbable for a single supplier to be able to participate or accomplish in all scoring areas. The diversity of corporate cultures makes this almost impossible.

At the end of the year, all suppliers that had programs with IDC-USA for the *entire 2010 calendar year* were scored using the SVI. Understanding that different types of programs (Distribution Center, Drop Ship, and Direct) have different maximum scores, the raw scores were used in each category to determine the percentiles.

The IDC Supplier Value Index recognizes the top 30% of our suppliers. Accordingly, the 10% with the highest score percentiles are designated as **IDC Platinum Suppliers**, the next 10% are designated as **IDC Gold Suppliers**, and the third 10% are designated as **IDC Silver Suppliers**. Those suppliers receiving this designation for 2010 will be recognized as such for the entire year of 2011.

Now, what you really want to know: Your individual total score was **850** out of **1425** possible points. Accordingly, you are an **IDC Platinum Supplier**.

**Specifically, you ranked #6 out of 45 suppliers having a Distribution Center program with IDC-USA.**

More specifically, of your supplier group, you ranked:

- ◆ **#8** out of **45** in the **Product** category.
- ◆ **#1** out of **45** in the **Customer Service** category.
- ◆ **#4** out of **45** in the **Financial** category.
- ◆ **#13** out of **45** in the **Sales & Marketing** category.

I want to personally thank you for being an important supplier partner with IDC-USA. I sincerely hope that this benchmarking tool is valuable for you in terms of performance analysis. Lastly, as you look at the IDC Supplier Value Index enclosed, I hope that it will give you some guidance as to things that can improve our ability to sell your products. Should you have any questions or comments, please feel free to contact me by phone or e-mail. Additionally, we will make a review of the IDC Supplier Value Index an integral part of the Strategic Planning Meeting (formerly APR) for your company.

Kindest regards,



Jack L. Bailey  
President & CEO

Enclosure