



NATIONAL CENTER FOR  
THE MIDDLE MARKET

# How Well Do You Link Up?

Among the fastest-growing middle market firms (firms with annual revenue growth of 10% or more), 84% say they are highly satisfied with their approach to supply chain management.

Below is a snapshot of the supply chain practices in which these firms engage. Put a check next to the practices that are in effect at your own company. And see how your supply chain practices compare to those of the highest-performing and fastest-growing middle market firms.

Your Supply Chain Score:

- **0-6 checkmarks = Opportunity to Improve.**  
Use the information in this report to rethink how you are working with your customer and your suppliers and how you can enhance your supply chain operations.
- **7-14 checkmarks = Average.**  
Your business is engaged in some best practices, but you may have key opportunities to improve your supply chain strategy and your relationships with customers and/or suppliers.
- **15+ checkmarks = Perfect Link.**  
Congratulations! Your business is on par with the best-performing middle market suppliers.

	Fast-Growing Middle Market Firms (10%+ annual revenue growth)	Firms Extremely Satisfied with Supply Chain Management	Your Business
<b>Strategic Focus</b>			
Supply chain strategy and corporate strategy completely aligned	76%	89%	
Focus on one or two critical customers	82%	86%	
<b>Customer Relationships</b>			
Exclusive provider of goods/services	44%	57%	
Primary provider of goods/services	67%	70%	
Extremely/very collaborative relationship with major customers	89%	98%	
Deliver to customer specs	61%	65%	
Executive/op level meetings with customers at least once a month	60%	64%	
Receive feedback from customers	80%	85%	
Systems fully/mostly integrated with customers	50%	60%	
Would consider becoming more integrated with customers	63%	72%	
<b>Supplier Relationships</b>			
Supplier delivers to company's specs	56%	61%	
Executive and op level meetings with suppliers at least once a month	57%	60%	
Systems are fully or mostly integrated with suppliers	50%	65%	
Would consider becoming more integrated with suppliers	50%	53%	
<b>Operational Issues</b>			
Use a 3PL	61%	67%	
Use data exchange to increase supply chain visibility	53%	57%	
Use benchmarks to measure success	59%	52%	
Participate in supplier council	50%	62%	

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