SupplyChainBrain.com

The Nerve Center for Today's Supply Chain News, Developments and Innovative Thinking

SupplyChainBrain is today's most valuable supply chain management information source on the web. Over 50,000 monthly visitors utilize the site's five primary search tools, which are updated on a daily basis.

The Library

The Most Thought Provoking Collection of SCM Articles on the Web

SupplyChainBrain regularly lists more than 1,000 articles published on a wide array of supply-chain management topics. There's no more complete source of in-depth case studies, detailed features and executive interviews.

Newsletters

The Most Up-to-Date News From Today's Top Sources

SupplyChainBrain produces several highly requested industry newsletters offering a wide range of content including QuickRead (supply-chain briefs from over 100 top news sources), e-Insider (industry insights from analysts and research organizations) and Marketwatch (new products, systems and services).

Supplier Directories

The Most Complete Source of SCM Solution Providers

SupplyChainBrain provides a variety of comprehensive supplier directories with a series of links to articles, news releases, white papers and other relevant information about providers of technology, logistics services, consulting services, events and more.

Online Magazines

Category Specific Content and Research

SupplyChainBrain online magazines each feature a variety of articles published on a specific SCM business practice from today's most reputable SCM sources. Online magazines are updated monthly and include case studies, white papers, executive interviews, the most current research and more.

Consulting Services

Quality Programs Designed to Help Executives Make the Right Connection

SupplyChainBrain offers three important interactive consultation programs for executives in search of organizations, which can help them address their specific supply-chain initiatives.

Jump Start is for executives at the initial "information gathering" stages. The program allows executives to request information be provided to them from companies in specific categories of interest.

Market Intelligence is a program that encourages executives to provide specific detail about current supply-chain initiatives they need to address. The Market Intelligence staff will follow up within 24 hours in order to discuss and recommend specific organizations that may offer solutions.

SupplyChainXchange is an organized forum of high-level sales meetings in private suites and is only for executives currently at the most advanced stages of their search.

SupplyChainBrain.com Visitors

50,000 Unique Visitors per Month
2,000,000 Page Impressions per Year

Visitors by Industry

Manufacturing	47%
Logistics/Transportation	21%
Retail/Wholesale Trade	18%
Consulting	8%
Business/Financial Services	4%
Other	2%

Visitors by Title

Supply Chain/Logistics	49%
Operations	35%
Executive	7%
IT	3%
Consultants/Financial/Other	6%

Visitors by Company Sales Volume

$1 to 50 Million	14%
$50 to 100 Million	12%
$100 to 250 Million	11%
$250 to 500 Million	18%
$500 Million to 1 Billion	9%
Over $1 Billion	36%

Visitors by Region

U.S.	84%
Australia	2%
Singapore	1%
United Kingdom	1%
Canada	1%
Netherlands	1%
Germany	1%
Other	7%

** Based on an August 2004 study of the most recent 1,000 visitors to SupplyChainBrain.com who have provided information about themselves and their companies.*





