



PPAI **E**XPO 2023

CONFERENCE

DIGITAL TRANSFORMATION

Digital transformation is about driving fundamental change across customer experience and *an improved user experience*.



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PDX – Promo Data Exchange

The purpose of PDX is to increase efficiency in the Promotional Products Industry caused by the lack of shared information.



Seamless Integration



Qty 36, Item K469 Sport Tek Polo – Kelly Green, 6 XL, 6L, 12M, 6sm.

Integration

It's important, however you do it.



How does PDX help today?



What suppliers are working with PDX?



And More!

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How a supplier can leverage PDX

45,000

SAGE®

Here's how "Live Inventory" shows in PDX/Sage Connect.



Item # DBT-AT19

SPC: JLFCX-IDTBM

Favorite

Supplier: Ariel Premium Supply Inc

Line: Ariel Line/Lin Line

SAGE # 60462

Email: customerservice@arielpremium.c

Tel: 800.270.7474

Rating: A+ (193)

Web: www.arielpremium.com

Category: Bottles



Altrium features single wall aluminum construction and screw-on rubber-sealed cap with carabiner clip. Hand wash only. FDA certified. 10" H x 2.75" Diameter

Quantity	50	100	250	500	1,000	
Price (\$)	5.55	4.80	4.65	4.50	4.35	
Net Cost	3.33	2.88	2.79	2.70	2.61	
Profit	2.22	1.92	1.86	1.80	1.74	

Colors: Black, Blue, Aqua Blue, Lime Green, Red, Silver, Teal, White

CCCCC



Verified
BY SAGE

INVENTORY

262151 in stock



Live Inventory on PDX shows detailed information.




Item # DBT-AT19

SPC: JLFCX-IDTBM

Favorite

SAGE # 60462

Rating: A+ (193)

 **SAGE Chat**
CHAT NOW


opper-sealed cap with carabiner clip. Hand

Verified
BY SUPPLIER


CCCCC

INVENTORY

262151 in stock



Inventory details

 Black=39685 (8000 on order, expected 2023-01-11T00:00:00-06:00)
Blue=33889 (12000 on order, expected 2023-01-11T00:00:00-06:00)
Aqua Blue=14634
Lime Green=19492
Red=22003 (5000 on order, expected 2023-01-11T00:00:00-06:00)
Silver=60987
Teal=17733
White=53728 (30000 on order, expected 2023-01-11T00:00:00-06:00)

Last updated 01/05/2023

OK

Quantity	50
Price (\$)	5.55
Net Cost	3.33
Profit	2.22

Colors: Black, Blue, Aqua Blue, Lime Green, Red, Silver, Teal, White

PDX is a free PPAI member benefit.



Feel free to email me at: Nickd@ppai.org

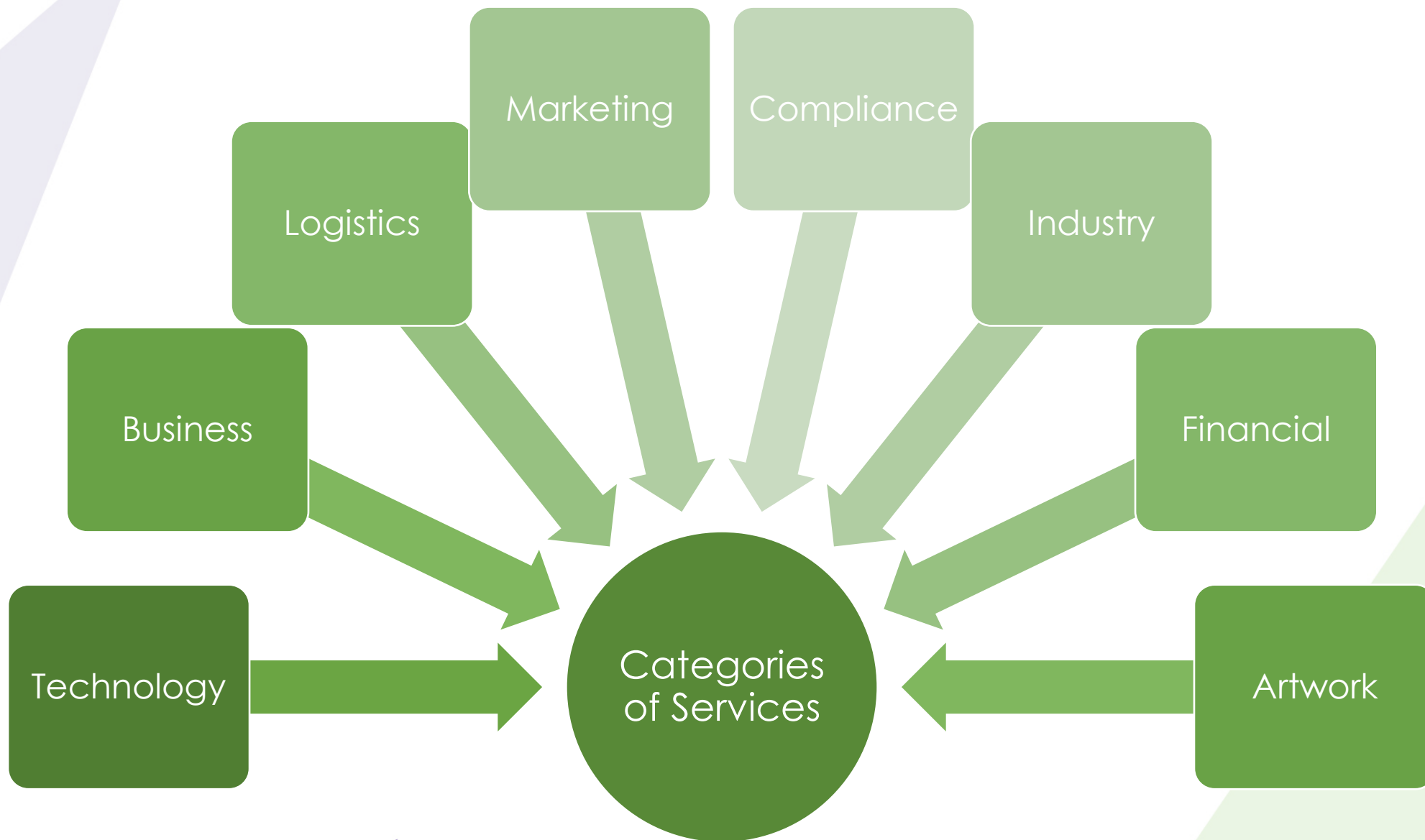
Industry Service Provider Review

Pat Patton, CAS

Manager, Distributor Relations &
Membership at PPAI

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Technology



SAGE[®]

PPAI & SAGE have been working together since 2010 in our Power of Two program for PPAI Distributors

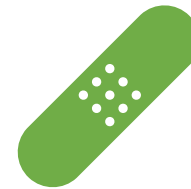
Business



Consulting



HR & Development



Insurance



Outsourcing



Logistics

Kitting/ Warehousing

Shipping



50% off FedEx Express®

PPAI
members
save

30% off FedEx Ground®

Members saved an average of \$1,074
annually

Marketing

While we are a sales and marketing industry, members need help marketing themselves.

Business Services members are tailored to do just that for distributors and suppliers alike



SAGE



Compliance

Product Testing

PPAI members have exclusive access to the Prop 65 settlement database



QIMA[®]

YOUR EYES IN THE SUPPLY CHAIN

QIMA provides monthly updates, including Prop 65 chemical list additions, recent 60-day notices and settlements, and news stories.



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Artwork

In our industry, clients tend to provide their logo in whatever format they have

- It's not always ready for production



PANTONE®



Industry

Decorator

Production Products



F A S T
PLATFORM

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Financial

Taking time to focus on your company's financial status is always top of mind for any business owner

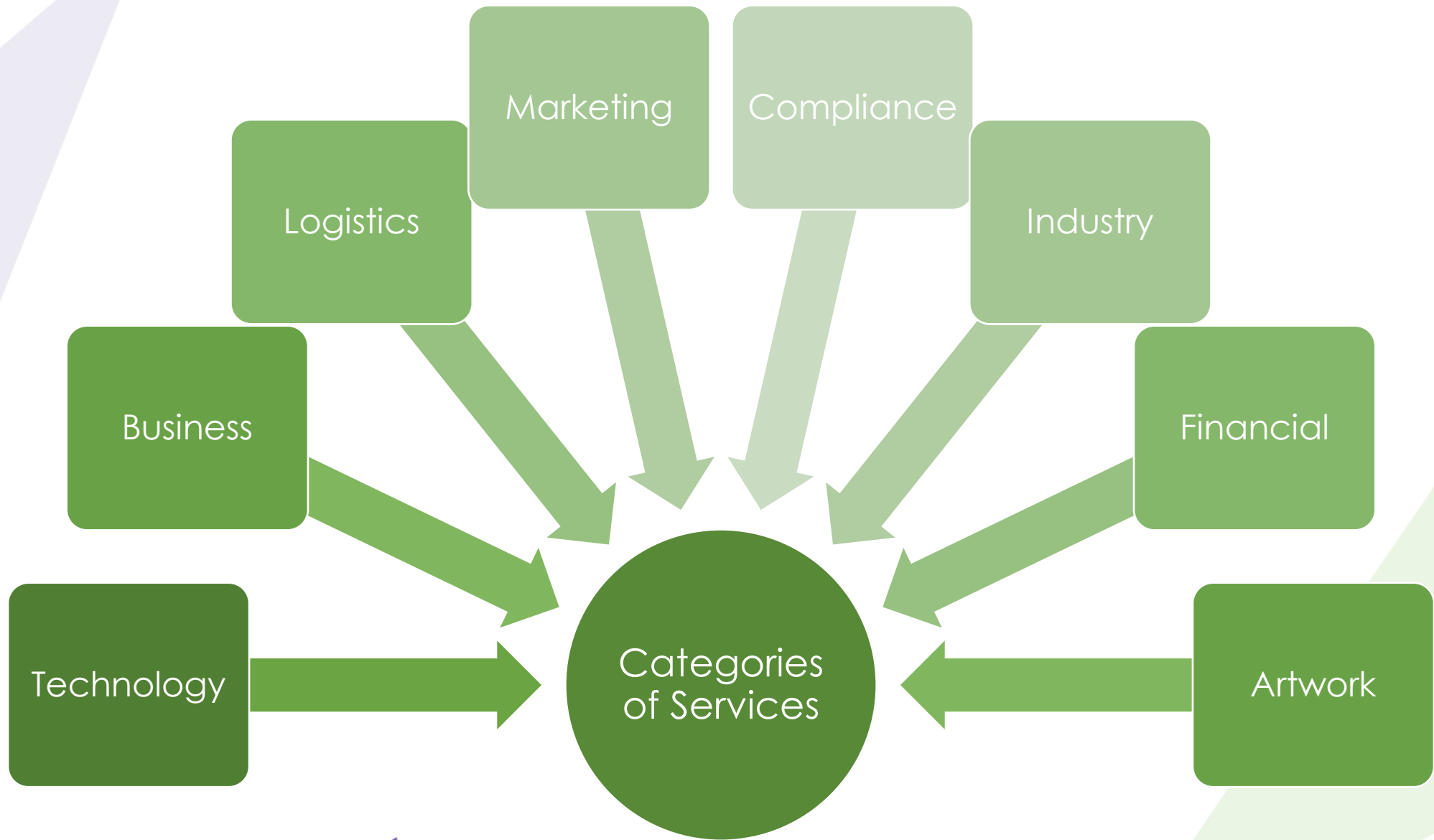
From credit reports, debt collection, and merchant services; these services keep your business running



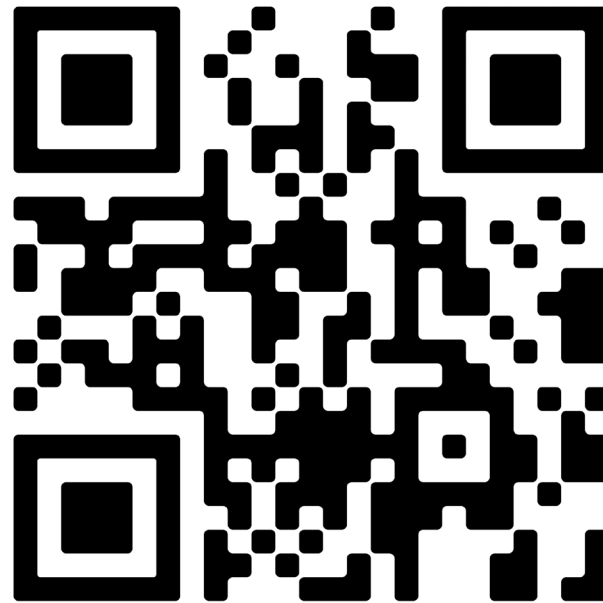
Supplier members of PPAI have access to thousands of FREE industry credit reports.



Distributors members can pull their company's industry report to see how they stand among the industry's largest suppliers



Learn more about each category and provider visit:



Digital Transformation: Cybersecurity

Chris Alfano

SVP, Business Technology – AIA Corporation



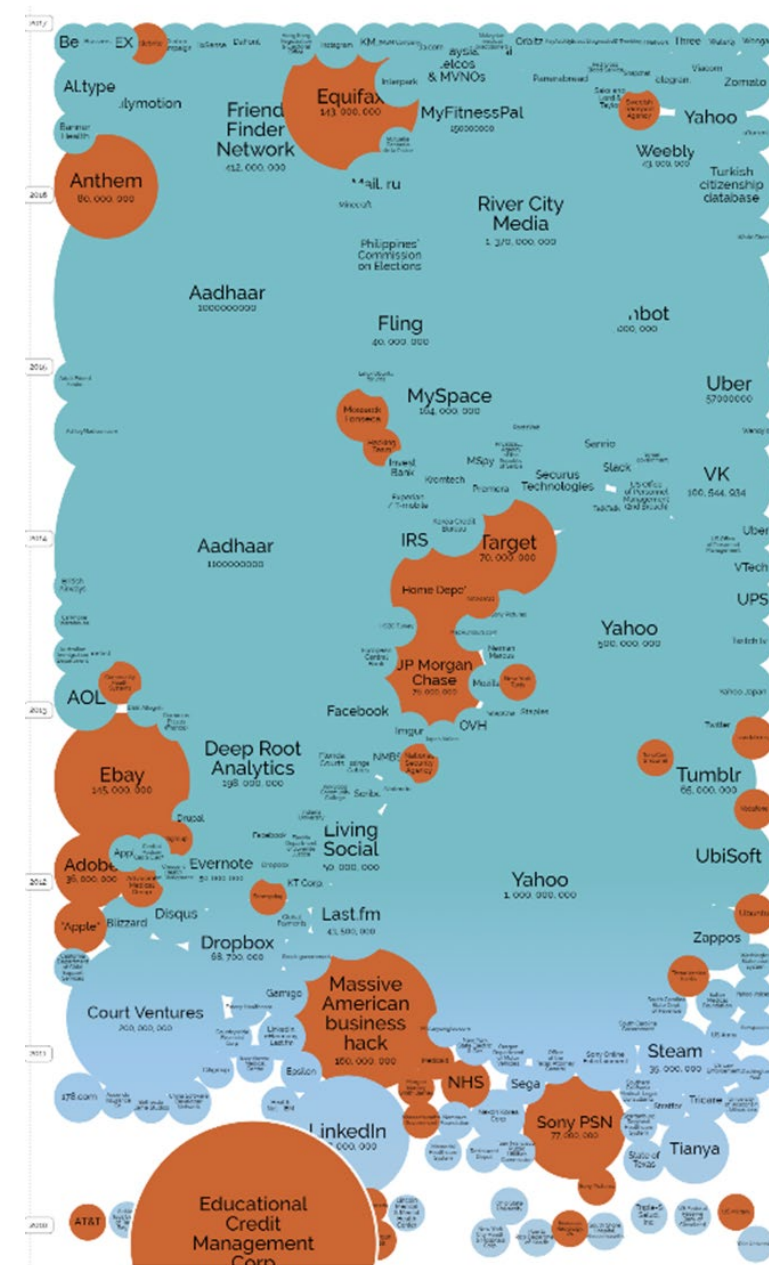
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3 Growing Cyber Security Threats

- Ransomware Attacks
- Bank Fraud
- Data Breach & Lawsuits



The Evolution Of Crime



The Tools Have Changed, But The Underlying Motives Are The Same:
Theft, Fraud, Blackmail

Recent Cyber Attacks in the News



ESTÉE LAUDER



J.CREW



Twitter



Facebook



zoom



Instagram



BARNES & NOBLE



AVON

claire's



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110 Million People HACKED!

This is serious business for cyber
criminals, not a hobby.

They are working 365 days a year to
steal your data!



“But we’re small... nobody would bother to
hack us, right?”



Wrong!

- **One in five** small businesses falls victim to cybercrime each year and that number is GROWING.¹
- **Half of all cyber-attacks** are aimed at SMBs.²



Recent Cyber Attacks in Our Industry

RECENT TARGETS

Suppliers
Distributors
Software & Service providers

TYPES OF ATTACKS

Ransomware
False orders
CEO impersonation
Phishing



Why Are Small Businesses A Target?

Lax Security

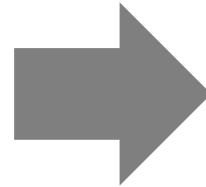
Data is not encrypted

Hijack your server to conduct their illegal activities



Why Don't Small Businesses Have The Security They Need?

Common misconceptions contribute to the problem.



- Security is too complex.
- Security is too expensive.
- Security is not a mission-critical priority.
- My computer came with Anti-virus .
- I'm too small to be a target.



The 3 Biggest Threats To Your Organization Right Now

And How To Stop Them

#3: Business Email Compromise

Phishing remains one of the biggest drivers of breaches today.

The biggest data breaches in recent history
- JPMorgan, Target, RSA Security - all began with poisoned e-mail.



#2: Malware & Ransomware

560,000

NEW Malware Threats Are Being
Released Per Day, And Malware
Attacks Rose **79%** In The Last Year



The #1 Threat To Your Business Is...

You & Your Employees!

- Fall prey to phishing e-mails.
- Use free and unsecured file-sharing applications and cloud applications to share confidential information



The #1 Threat To Your Business Is...

You & Your Employees!

- Innocently logging in to a compromised Facebook page. 22% of all data breached included social media attacks as a tactic.
- Easy to delete data and/or steal sensitive client and financial information.



How Do You Protect Your Business?

EDUCATE



PROTECT



RECOVER



How to Get Started

- Find a good technology support provider
- Ask your software partners about their cyber security measures
- Talk to your insurance agent about cybersecurity insurance
- Test your back-ups.



POP QUIZ!

LogMeIn - Password Reset

Inbox x



LogMeIn <logmein@secure-monitor.com>
to me ▾

3:11 PM (1 hour ago)



Was this you? Please confirm identity.

You received this email because someone requested a new password.

[CREATE A PASSWORD](#)

You will use your new password to log into:

- GoToMeeting

If you didn't make this request or need assistance, please [Click Here](#)

Support <support@careerbuildcompany.com>

to me ▾

3:10 PM (1 hour ago)



Demo, see what your network has been up to

See what's new

28

Notifications and
updates from your
network



1 message



2 invitations



24 new updates



1 profile view

2

Customer Service <customer.service@intranet-fi.com>

11:18 AM (23 minutes ago)



to me ▾

Log in to Online or Mobile Banking to view your latest eStatement.

[View as Web page](#)

[Log in to Online Banking](#)



Date: 01/22/2021
Account Number ending in 8632

An ATM withdrawal or debit card purchase exceeds the amount you have chosen. To view more information on this transaction log in to [Chase Online Banking](#) or our [U.S. Bank Mobile Banking website](#).

When you log in to view your statement, you can also view your most recent account activity, set up customized account alerts, update your contact information or ATM PIN number and more.

Please do not respond to this message. If you would like to contact us, please log in to Chase [Online Banking](#) and send a message to Customer Service.

You are receiving this email because you signed up for alerts through Chase Online Banking. If you no longer wish to receive this alert, log in to Chase [Online Banking](#) and go to My Alerts, select Account Alerts, and temporarily disable or delete this alert.

Chase Online Banking

3



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CITIZEN WATCH AMERICA

