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Build Your KPIs with NSCA's 2013 Financial Analysis of the Industry Report

Benchmark Your Business for Profitability and Efficiency

CEDAR RAPIDS, IA, Nov. 20, 2013 – NSCA has released an updated *Financial Analysis of the Industry* report, providing information for systems integrators to use when creating KPIs (key performance indicators) and benchmarking costs, profits, sales methods, and other data against industry peers of similar sizes and systems focus.

The 2013 report details the industry's growth, as reflected in the *NSCA Electronic Systems Outlook* report. Larger companies and increased profits are more prevalent than in previous years.

"We ask our CFO to assess our own company by using information in this report," said Todd Lucy, President, South Western Communications. "We highlight where our company is successful, and the areas we can improve upon. Even with changing variables among companies similar in size to ours, we are able to see where we stand in today's marketplace. It allows me to identify areas where I can cut costs or raise revenue in order to be competitive. NSCA has always looked out for our business, providing us with information that pushes integrators to be more intelligent in their business activities."

This report can also be used to:

- Benchmark your business' financial information with industry data
- Discover your true costs of doing business
- Establish metrics and parameters to manage and increase accountability

NSCA members are already realizing cost-cutting opportunities through the information available in the report. For example, it's easy to compare the number of full-time and part-time staff based on company size – a figure that will become even more important as business owners reflect on the appropriate action to take in providing healthcare benefits under the Affordable Care Act. Additionally, the balance sheet information provides details on benchmarking against industry standards for inventory, revenue per employee, return on assets, and much more.

The *NSCA Financial Analysis of the Industry* report is free for NSCA members. For non-members, the forecast can be purchased for $399; non-members can become NSCA members for only $595 and receive this report as part of their membership, which also offers updates on government affairs issues, discounted registration for training and educational events, access to monthly industry webinars, and other membership benefits.

(more)

Members can download their copies at www.nsca.org/research by using their member login. For more information about the *NSCA Financial Analysis of the Industry,* or to join NSCA, visit www.nsca.org or call (800) 446-6722.

About NSCA

The National Systems Contractors Association (NSCA) is the leading not-for-profit association representing the commercial low-voltage electronic systems industry. NSCA is a powerful advocate for all who work within the low-voltage industry, including systems contractors/integrators, product manufacturers, consultants, sales representatives, architects, specifying engineers, and other allied professionals. NSCA is dedicated to serving its contractor members and all channel stakeholders through advocacy, education, member services, and networking designed to improve business performance. For more information, visit www.nsca.org.

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