



Sonepar International Services

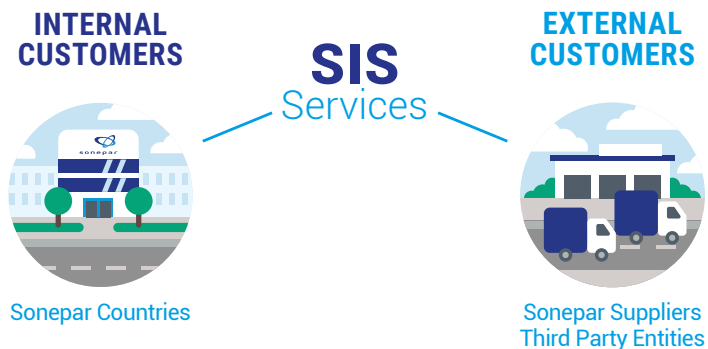
Creating added value for suppliers and Sonepar countries

"Our mission at SIS is to help our Global Strategic Suppliers and the Sonepar operating companies to unlock their full potential"

Taco van Vroonhoven
SIS President

Created 20 years ago and based in Geneva, Sonepar International Services (SIS) is a corporate entity of the Sonepar Group, global leader in B-to-B distribution of electrical products, solutions, and related services.

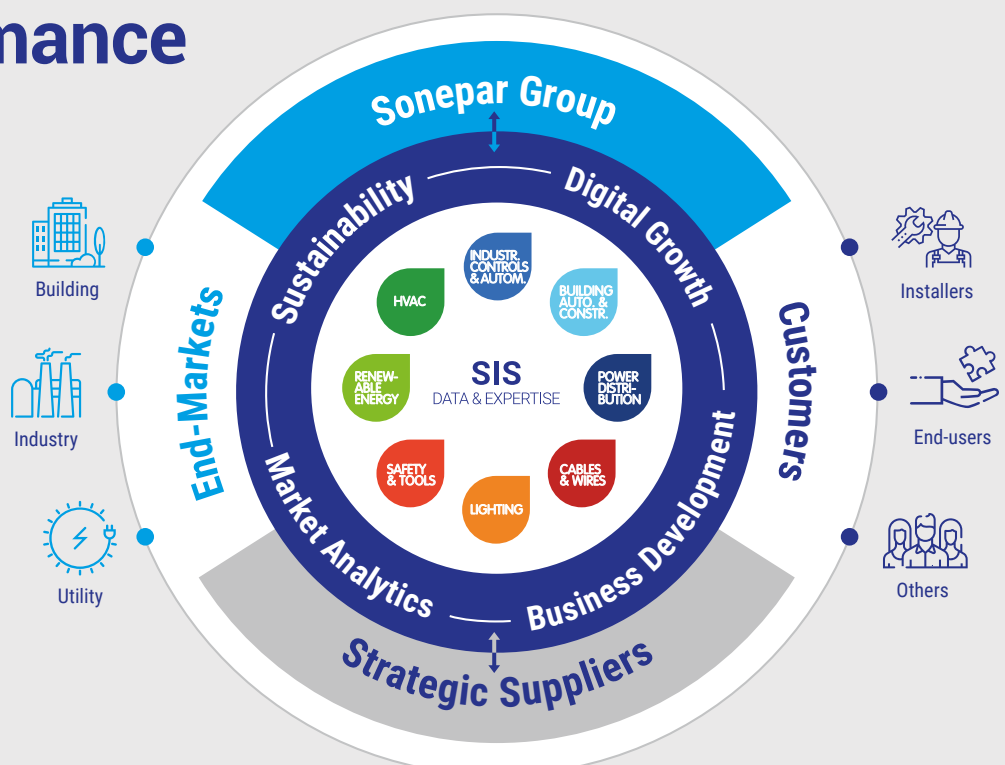
SIS is providing strategic and operational services to both Sonepar countries and Strategic Suppliers.



Leveraging data, expertise and synergies to drive performance

SIS is acting as a **global strategic hub**. Interacting with Sonepar suppliers, customers and the Sonepar Group, SIS is **driving sales growth** by leveraging global synergies and developing high value expertise through **data analytics** and **market insights**.

SIS is approaching the market both through its broad **expertise** in Sonepar's distributed **product categories** and its focus on the **building, industry and utility end-markets**.



Market
expertise



BUILDING



INDUSTRY



UTILITY

SIS
EXTERNAL
SERVICES

A customized service portfolio for our Sonepar suppliers

While Sonepar works with about 70,000 vendors throughout the world, SIS offers tailor-made services to its Strategic Suppliers building long-term relationships and sustainable growth.

1 - SIS PROVIDES AN ACTIVE BUSINESS DEVELOPMENT SUPPORT

SIS enhances the growth with its Strategic Suppliers via:

- > Regular **business reviews**; creation of yearly **action and training plans**; KPI tracking
- > **Strategic workshops** to engage with Sonepar countries
- > **Coordination of worldwide marketing campaigns** to boost sell-in and sell-out
- > **Market surveys** on suppliers' awareness and customer evaluation leading to identification of joint growth opportunities
- > **Supply chain alignment** at global level

2 - SIS OFFERS A FULL DIGITAL INTEGRATION

The motto "No data, No sales" has never been so true. To ensure data accuracy and make business decisions in real time, a complete range of digital services is proposed:

- > **PIM onboarding** process to ensure qualitative product information
- > **Data fitness** assessment to check the suppliers' product information quality level
- > Promotion of **local online marketing** campaigns
- > Deploy the suppliers' **configurator tools** locally and make them available during the customer journey
- > Dedicated **e-business resources** to define common digital strategies and actions

3 - SIS ADDS VALUE VIA MARKET INTELLIGENCE AND DATA ANALYTICS

As global market leader in electrical B-to-B distribution, Sonepar is having a 360° view on the market. Thanks to SIS' privileged position in the value chain, the following range of studies and analytics are offered as services:

- > Estimation of the **electrical distribution market** size and evolution
- > Identification of key **market trends**
- > **Sales analysis** with split by product family, end-market, customer segment, channel
- > Various **benchmarks** within a region, a category...

4 - SIS INVITES TO EMBARK ON OUR SUSTAINABILITY JOURNEY

As part of its sustainability strategy, Sonepar aims to answer customers' expectations by providing products, solutions and services enhancing climate, circularity and well-being performance.

SIS has launched a **sustainability program for suppliers**, which consists in:

- Differentiating the **supplier's green offering** in the Sonepar countries omnichannel experience to promote sustainable innovation
- Implementing joint best practices to **reduce emissions**, especially on logistics
- Launching **circularity and waste reduction** pilots

5 - SIS GRANTS DEDICATED ACCESS TO THE SONEPAR ORGANISATION

With 44,000 associates, a presence in 40 countries and 80 brands, staying up to date can be challenging. In accordance with legal and compliance rules, SIS provides Strategic Suppliers with:

- An access to the **Global Supplier Portal** featuring Sonepar news, corporate presentations, acquisitions, appointments and key decision makers
- An invitation to the **Sonepar international events**, such as the high-end international supplier event or regional product expert meetings (PMTs)
- **A dedicated international key account manager** for continuous support



SIS

INTERNAL SERVICES



*Data as
a strategic
asset*

A complete range of services to support Sonepar country operations

SIS has developed a full panel of international services to provide strategic insights and nurture local business development.

1 - SIS COORDINATES SONEPAR EXPERT BODIES WORLDWIDE

- > To support local **business development** and share **best practices** (International Suppliers Committee – ISC, International Sales & Marketing Committee – ISMC)
- > To engage with country top management on **market evolution** and **supplier growth** (Market & Partner Review – MPR)
- > To work on **global business priorities** (International Industry Committee – IIC, Sustainability Leadership Committee – SLC)

2 - SIS MASTERS PRODUCT CATEGORY MANAGEMENT

- > **Uniting product experts** regionally to analyze the market, discuss innovation and foster portfolio growth (Product Management Teams – PMT)
- > Elaborating **long-term action plans on emerging trends** and opportunities such as 5G via global strategic workshops
- > Enabling a smooth **product information management** (PIM) by establishing the working flow between the vendor and Sonepar experts

3 - SIS PROVIDES STRATEGIC MARKETING INSIGHTS

- > **Strategic insights** through the 5-year strategic planning for the Group (Impact Plan) and ad-hoc analyses for acquisitions or special projects
- > Realtime **business analytics** and **data intelligence**
- > **Market analysis** and internal or external **survey capabilities** in compliance with applicable laws

4 - SIS PROMOTES STRATEGIC SUPPLIERS' GROWTH LOCALLY

- > Giving Sonepar Country operations **access to** Strategic Suppliers' **top management**
- > Providing insights on Strategic Suppliers' **long-term strategy**
- > Support to suppliers' **global marketing campaigns**
- > Supporting **implementation of best practices** and supplier **initiatives**

Sonepar International Services:



Supplier Relationship
Management



Market
Management



Strategic
Marketing &
Data Analytics



Sustainability

"Sonepar aims to remain the leading B-to-B distributor of electrical products, solutions, and related services; serving customers with an omnichannel digital experience, promoting best-in-class sustainability, and ensuring associates a diverse and inclusive working environment with a unique Purpose"

Philippe Delpech
Sonepar CEO

We are looking forward to meeting you!



sis.sonepar.com

Follow Sonepar on Social Media:



SoneparOfficial



sonepar



soneparofficial



sonepar

sisinfo@sonepar.com

Sonepar International Services

Geneva Business Center

Avenue des Morgines 12

CH-1213 PETIT LANCY (GE)

+41 22 879 11 40