



# 2012-2014 Strategic Priorities

July 30, 2011

*Advancing Productivity, Innovation, and Competitive Success*





# APICS Mission

APICS builds and validates knowledge in supply chain and operations management.

We enable our community of members, affiliates and customers to lead in the global marketplace.



## 2012-2014 Affiliation

- Point of Arrival: Affiliation with APICS, as the most respected, global supply chain and operations management organization, supports individuals and organizations to achieve and build effectiveness and sustainable growth.
- Goal: Deliver compelling value by providing broad access to both the diverse APICS community and trusted products and services.



## 2012-2014 Affiliation Objectives

- Increase enterprise corporate memberships by 5% each year.
- Secure a net promoter score of xxx from the Corporations involved.  
(Baseline to be determined by 12/31/2011)
- 100% of IAs and AEPs will be active in affiliation-related outreach by 2014.
- Increase membership in each non-North American Region (EMEA, APAC and CESA) by 20% by the end of 2014.
- Increase North American membership by 2% in 2012, 3% in 2013, and 6% in 2014. Growth calculated year-over-year.
- Develop strategy and annually increase college/university partners beginning in 2012.



## 2012-2014 Content

- Point of Arrival: APICS is regarded as the definitive source for thought leadership, and as the global standard for supply chain and operations management.
- Goal: Deliver a globally recognized portfolio of products and services that are locally relevant, robust, and include emerging topics in supply chain and operations management.



## 2012-2014 Content Objectives

- XX% growth in transnational corporations using APICS CPIM or CSCP as their global corporate standard as measured through education/certification sales. (Baseline to be determined by 12/31/2011)
- 100 percent of IAs and AEPs will participate in developing APICS products by 2014.
- APICS will have established a comprehensive, robust portfolio of products and services that meet the end-to-end career needs of supply chain and operations management professionals by the end of 2014.
- Increase total sales of core products and services each year by 5% without eroding the gross margin through 2014.



## 2012-2014 Content Objectives (continued)

- Create an online repository of robust content, including emerging topics, (articles, research reports, case studies and best practices) that further APICS.org as a destination for operations and supply chain management professionals by the end of 2012. The Body of Knowledge Committee will continue to govern the private or public access.
- 80% of member and non-member respondents agree or strongly agree that APICS core products are relevant to them by 2013.



## 2012-2014 Certification

- Point of Arrival: APICS certifications are globally recognized and valued credentials in supply chain and operations management.
- Goal: Provide relevant certifications that validate individual knowledge and improve organizational performance.



## 2012-2014 Certification Objectives

- Increase number of certification exam unit sales by 2% annually through 2014.
- Work with VOC and BOK to assess the market need for measuring and certifying corporate compliance with appropriate standards in our BOK (e.g. divisional scorecard) by year end 2011.
- Assure global relevancy of exam content by assigning 15% of exam committee members from outside North America by 2014. (Note – this needs to be a consideration of the governance committee for other committee membership.)



## 2012-2014 Financial KPIs

- Reserve ratio  $\geq 25\%$
- Profit ratio  $\geq 2\%$
- Current ratio  $\geq 1.0:1$
- Leverage ratio  $\leq 1.0:1$