CONNEX™ PROFILE CHECKLIST

The following checklist will help you optimize and effectively build each section of your CONNEX™ profile.

When a buyer searches for a new supplier, CONNEX™ filters through more than 140,000 company profiles and ranks them according to how closely the company's capabilities match the buyer's needs. The more data points you match on, the higher your company ranks in the search results. The amount of new business opportunity notifications you receive is directly proportional to the completeness of your profile. There are seven sections to your profile: *General, Industry, Contacts, Products, Services, Gallery and Capabilities.*

GENERAL INFORMATION

The most important profile item is your company description. It should describe what you do and shouldn't be longer than two paragraphs. Since this is displayed in the search results, be concise and list differentiators about your company to entice viewers to open your full profile. Other items include:

- ❑ Social Media
  (Facebook, Twitter, LinkedIn, Instagram)
- ❑ Logo *(.jpg or .png ; 1 MB or less in size)*
- ❑ Profile Header Image - Grab the buyer's attention and set yourself apart; Recommended size is 1600px x 700px *(.jpg or .png; 15 MB or less)*
- ❑ Duns Number

INDUSTRY

Help potential buyers understand not only the industries you serve, but also how you classify your business and if you qualify for any SBA programs, such as HUBZones. The following information is requested In the Industry section:

- ❑ Industries Served
- ❑ Business Classifications
- ❑ SBA Programs
- ❑ SIC & NAICS Codes

CONTACTS

CONNEX™ compares business opportunities posted via the Exchange Center against your profile data, and will send a notification to the contact(s) associated with your account. If you don't list a contact, you don't receive a notification. You can choose to "hide" a contact so that it is only viewable to users who you've granted access to.

PRODUCTS

The Products section of your profile includes checkboxes and an area that allows users to add product details such as:

- ❑ Product Name
- ❑ Product Description *(optional)*
- ❑ UPC *(optional)*
- ❑ Product Attachment
  (.png .jpg .pdf ; 5 MB or less per attachment)

SERVICES

The Services section also includes checkboxes and an area for adding service details. This could include anything from value-added services like kitting or final assembly to testing and product validation.

- ❑ Service Name
- ❑ Service Description *(optional)*
- ❑ Service Attachment
  (.png .jpg .pdf ; 5 MB or less per attachment)

GALLERY

Upload company videos and images in your CONNEX™ Gallery section. Gather media that will help convince buyers of your unique products, capabilities, processes, machines, etc.
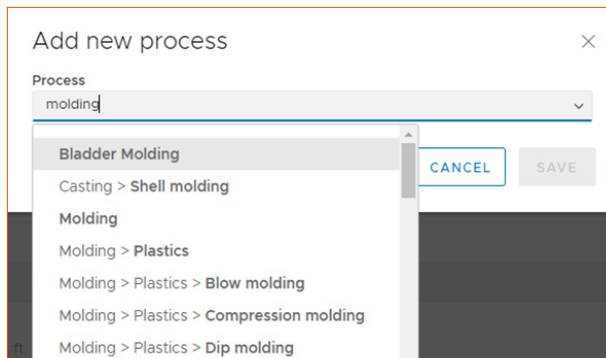
- ❑ Images *(.png or .jpeg; 1 MB or less per image)*
- ❑ Videos should be your company's own content. CONNEX™ supports videos hosted by Vimeo or YouTube. Users will paste the video URLs into the appropriate fields.
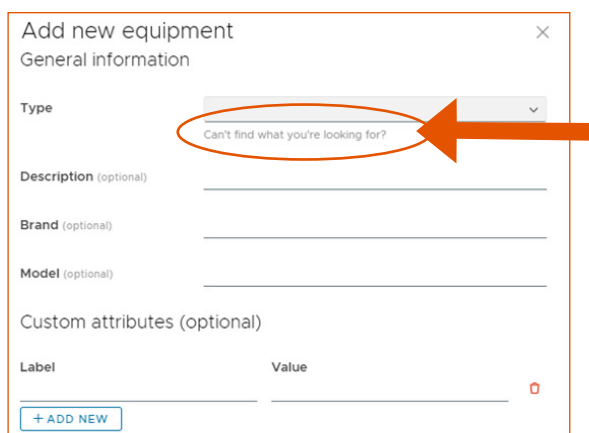
💡 CAPABILITIES

The Capabilities section allows your company to share in-depth information on processes, equipment, materials, certifications, recognitions and Capability Statements. This is the most impactful section when assessing matching criteria. Update this section when you add processes, equipment, materials and products.

☐ **Processes.** Gather a list of your processes including casting, joining, machining, grinding, etc. To add processes, begin typing in the drop-down field. Due to how processes are catalogued in CONNEX™, you may find that less is more. See example below:

EXAMPLE: Typing "Molding" in the drop down allows users to find the specific type of molding, usually associated with plastics, that is performed at their facility, including blow, compression, dip, etc.

☐ **Equipment.** Create a list of your equipment such as autoclaves, dryers, compressors, freezers, etc. To add equipment, type in the drop-down field. Don't see your equipment? Select "Can't find what you are looking for?" or "Other" and add the equipment details.

☐ **Materials.** Create a list of all manufacturing materials your company uses, produces and/ or distributes. Once added, you can then select the checkbox for Use, Produce or Distribute for each added material.

☐ **Certifications.** List your company certifications such as ISO, AS9100, NADCAP, HAACP, FDA PMA, etc. You can include certification dates and upload PDFs or images of the actual certificate.

☐ **Recognitions.** In an open text box, list any OEM-specific awards or accolades about your company. Examples include *"Michigan 50 Companies to Watch List"* or *"Finalist for Coolest Thing Made in Michigan 2022"*.

☐ **Capability Statement(s).** Uploading an existing PDF Capability Statement(s) with selectable text can enhance your search results and allow you to present your key differentiators. The CONNEX™ search algorithm will index that text and include it in your rankings. CONNEX™ does not index .png, .jpg, or other image files. Companies have used this area to upload case studies, presentations, and other information to help a buyer assess their capabilities.

☐ **Employees & Capacities.** You can add information on production floor space and employment ranges by function, if desired.

MAXIMIZE YOUR SUBSCRIPTION!
The Center has created a PDF, fillable Capability Statement template to make completing your profile easier. To download, visit www.the-center.org/CONNEX

SCHEDULE A LIVE, ONE-ON-ONE CONNEX™ DEMONSTRATION! EMAIL CONNEX@THE-CENTER.ORG
Want more information? Visit www.The-Center.org/CONNEX
01/2023

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