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## Trend Watching

In business, everything begins and ends with consumers.

Which means knowing, understanding, and applying consumer trends and insights will forever be a holy grail to business and marketing professionals.



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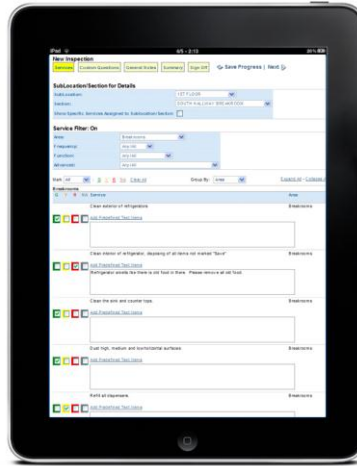
## Sophistication

INDUSTRY

1

TRENDS

- Technically savvy
- Business minded
- Numbers driven
- End to end solutions
- Holistic approach
- Strategic thinking



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## Budget Cuts

INDUSTRY

2

TRENDS

- Reduced cleaning frequencies
- Reduction in FTE count
- Margin compression for BSC
- Clean facility at lowest possible cost
- White collar influencer



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## Outsourcing

INDUSTRY

3

TRENDS

- Non traditional accounts
- 50% of K-12 in 36 months
- Global competitors
- Need access to credit
- Cost reductions of 20-30%



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## Standards

INDUSTRY

4

TRENDS

- Certification
- Validation of services
- Product verification
- Quality management
- Measurement



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# Instrumentation

INDUSTRY  
**5**  
TRENDS




1. A white handheld ultrasonic cleaner. 2. A grey handheld ultrasonic cleaner with a screen. 3. A black handheld ultrasonic cleaner with a screen. 4. A grey handheld ultrasonic cleaner. 5. A red handheld ultrasonic cleaner. 6. A black handheld ultrasonic cleaner with a screen. 7. A yellow handheld ultrasonic cleaner with a screen. 8. A black and silver ultrasonic cleaner unit.

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# Infection Prevention

INDUSTRY  
**6**  
TRENDS



Staphylococcus Aureus  
Strep bacteria  
*Flesh Eating*  
C-Diff  
MRSA  
E-Coli  
Salmonella  
Herpes  
SARS  
H1N1

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## Sustainability

INDUSTRY

7

TRENDS

- Green collar influencer
- Policy driven
- 3<sup>rd</sup> party product validation
- Product performance
- Bottom line focused



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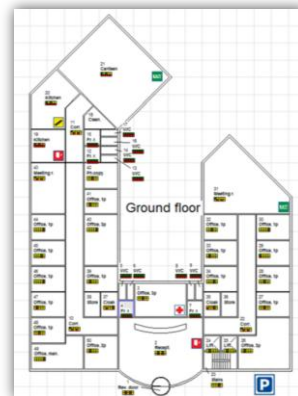
## Workloading

INDUSTRY

8

TRENDS

- Zero-based budgeting
- Right-sizing staffing level
- Workforce optimization
- Risk assessment
- Production rates



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## Consolidation

INDUSTRY

9

TRENDS

- Lower cost provider
- Scalable models
- Global perspective
- Financial stability
- Access



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## Upper Management Intervention

INDUSTRY

10

TRENDS

- Business managers
- Quality management experience
- New evaluation criteria
- Focused on department structure
- Not tolerant of traditional industry approach



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## Q&A



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