



Diverse Supplier Advocacy – Strengthening business relationships to increase innovation and economic growth

It is a fact. Markets, technology, and consumer expectations are changing faster than ever. How does a business strategically position itself to meet the business needs of today and to keep pace with future competitive pressure?

The answer—by partnering with the diverse supplier business community. Diverse suppliers are typically smaller, more agile and technology-driven organizations. These characteristics foster faster adoption of new business methodologies and drive innovation.



The diverse supplier advantage

Supplier diversity is a proactive business program encouraging the process of sourcing supplies from minority-owned, women-owned, veteran-owned, LGBT-owned, service disabled veteran-owned, historically underutilized businesses, and SBA-defined small business suppliers.

ALOM was founded in 1997 by Hannah Kain and became WBENC certified as a Women's Business Enterprise (WBE) in 2002. Since then ALOM has been an active advocate for promoting the benefits of diverse supplier certification to new and established businesses.

These benefits include engagement with corporate diversity and procurement professionals representing highly-respected global brands. In turn, ALOM advocates supplier diversity in its supply base creating further business opportunities.



"ALOM understands the advantage of extending our customers' diversity spend by outsourcing program components to other qualified diverse suppliers. We have established working relationships with a wide range of diverse suppliers and we continually evaluate new suppliers to add as service needs require."

Hannah Kain, ALOM Founder, President and CEO

Paving the way for the next generation

Along with many global corporations and suppliers that support supplier diversity, ALOM is committed to giving back to our local communities through:

- Active participation in local and regional diverse supplier organizations
- Advocating education and manufacturing-based career development
- Supporting STEM educational programs
- In-kind services and fiscal underwriting
- Mentoring women entrepreneurs



ALOM diversity program recognition



Collaboration brings greater agility and innovation

Companies that participate in a long-term supplier diversity program bring greater operational efficiencies along with advantages in agility and innovation to their supply chain. Small to medium-sized businesses, unlike their larger counterparts, are more agile and can create and innovate quickly.



Buyers in organizations that advocate supplier diversity capitalize on this opportunity because they want to experience the depth and breadth of innovation that naturally occurs when you have a diverse supply base.

At ALOM we strive to establish a highly collaborative business model with our clients whereby both parties are equally committed to each others success. By sharing expertise and aligning goals we can better adapt to changing needs and mitigate risk.

Supplier diversity benefits

Promotes innovation: If you continually use the same suppliers without branching out into new, diverse markets, you risk stymieing the creative benefits brought from new points of view. By encouraging new small and medium-sized businesses to offer alternative perspectives they bring added innovation advantages.

Displays commitment to the economic growth of the community: Contracting with minority-owned businesses has a profound effect on the surrounding community. By working with these suppliers, you're helping increase spend and consumption while promoting job creation on the local level.

Allows access to new networks:

Organizations practicing supplier diversity programs are more likely to penetrate new markets and gain customers. By reaching out to new suppliers, they become privy to vibrant business networks and benefit from exposure to fresh ideas and areas of expertise.



The bottom line: Positive ROI that boosts socially conscious brand perception should push supplier diversity to the forefront of business strategy. According to a 2015 Hackett Group study, supplier diversity programs on average add \$3.6 million to the bottom line for every \$1 million in procurement operation costs.



ALOM Facts

Founded: 1997 by Hannah Kain

Ownership: Privately owned – registered as a woman owned business with WBENC, WOSB, and CPUC

Corporate headquarters: Silicon Valley, Fremont, California, USA

Asia Pacific headquarters: Hong Kong

European headquarters: The Netherlands

Global locations: 19

ISO certifications: ISO 9001, ISO 13485, TL 9000

Other certifications: Privacy Shield, FDA registered, HIPAA compliant, DMSCA CMP 3.0

Embracing Diversity: ALOM consistently reaches one of the highest diversity spend quotas possible by practicing workplace and supplier diversity.

2018 YTD Diverse Supplier Spend: 26.1%

About ALOM

ALOM is a global supply chain management services and solutions provider serving as a trusted partner to its Fortune 100 clients in the automotive, technology, healthcare, telecommunications, building materials, and utility/energy sectors. ALOM service offerings include procurement, e-commerce, inventory, assembly, digital media duplication, print management, fulfillment, IT integration and operations. ALOM is proud to deliver its clients' products and services impeccably, enrich the client experience, and uphold their brand reputations.

ALOM | Supply Chain Leadership and Innovation

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