How do you turn gray-m diver a num can act on

A framework view of the SIMS Integrity Index.

> Diverted, counterfeit, and unauthorised product drains manufacturer revenue and, in regulated goods such as medical and pharmaceutical supply, puts the end user at risk. The trouble is that diversion is usually invisible until it is expensive. The SIMS Integrity Index turns it into a measured, defensible number by scoring supply chain integrity across five weighted dimensions.

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All insights

Reviewed by the SIMS trade team · Last updated August 2026

What does diversion actually cost?

Gray-market movement bleeds revenue through unauthorised resale and out-of-market pricing, leaks rebates and duties paid on transactions that were not legitimate, and, in regulated categories, erodes the assurance that a patient or consumer received authentic product. The loss is real, but because it hides inside ordinary-looking transactions, it rarely shows up as a single line an executive can point to.

Why is diversion so hard to see?

Because no one part of the chain holds the whole picture. A distributor sees its own sales, a manufacturer sees its own shipments, and the gap between them is exactly where diversion lives. Detecting it means reconciling movement against reported sales across parties that each hold only a fragment, which is not something a single ledger or a single audit will surface on its own.

What does the Index measure?

The SIMS Integrity Index scores five weighted dimensions on a scale of zero to one hundred. Channel, at twenty percent, asks whether products are staying inside authorised channels. Revenue, at twenty-five percent, asks whether rebates and duties are paid only on legitimate transactions. Trace, at twenty-five percent and the differentiator, reconciles product movement against reported sales. Trade, at twenty percent, tests whether product moved through approved import pathways. Custody, at ten percent, asks whether any upstream failure could reach the end user.

How do you read the score?

The weighted score bands into three clear signals. Ninety to one hundred is controlled, seventy to eighty-nine is monitor, and below seventy is action required. That turns a continuous measure into an operating decision. When integrity breaks, no one can tell authentic product from circumvented, and the Index makes that difference measurable and defensible. It is applied at framework level and configured to the products, channels, and controls of each engagement.

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QUESTIONS

More on this

Is the Index specific to pharma?

+

Can you share example client results?

+

Want this applied to your supply chain?

Tell us your trade lanes and your constraints, and we will show you what this means for your cost and your risk.

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