

Airmatic Enhances Reporting and Decision-Making With White Cup BI

Airmatic Inc., a trusted name in the industrial and construction supply sector for over 80 years, has continually adapted and evolved to meet the changing needs of its customers over the decades. A small company operating with a lean team, Airmatic faced significant challenges in efficiently managing its business operations.

The company's reliance on Epicor Prelude ERP for its core operations was pivotal, but its built-in reporting capabilities were insufficient to support the business' dynamic and growing needs. White Cup BI significantly improved the company's reporting capabilities, giving them the insights they needed to improve sales and business processes.



**IMPROVED
REPORTING
FLEXIBILITY**



**ENHANCED
DECISION-
MAKING**



**SIGNIFICANT
TIME SAVINGS**

Complex Processes and Indecipherable Data: Challenges Before White Cup BI

Prior to implementing White Cup BI, Airmatic struggled with the limitations of its existing ERP system's reporting capabilities.

The reporting tools within Epicor Prelude were not intuitive and required specialized knowledge to extract meaningful data, leaving Airmatic's team frustrated and limited in their ability to gain insights.

Airmatic Inc.

INDUSTRY

Industrial and Construction Supply

LOCATION

Malvern, Pa.

KEY SOLUTION

White Cup's CRM, White Cup BI

CHALLENGES

Limited reporting capabilities within ERP, need for cloud-based, easy-to-use solution, lack of full-time IT staff.

“We needed a better idea of why we were losing business with certain companies,” said Dawn Witte, Director of Marketing and Customer Service at Airmatic. “The built-in report writer in our ERP system wasn’t cutting it.”

Without full-time IT staff or data analysts, Airmatic needed a solution that empowered its employees to easily generate reports and insights.

Expanding the Vision: White Cup BI’s Benefits for Airmatic

After evaluating various options, Airmatic chose White Cup BI (formerly MITS BI), a solution specifically designed for distributors. This decision was driven by the need for a tool that offers comprehensive visibility into their sales across all channels without being overly complex or intrusive.

“When we got White Cup BI, we were only using it for reports based on exported data, Witte explained. It was a better alternative to the report writer in our ERP system. With White Cup BI, anyone can easily pull a report, find the field, or find the source.”

Dawn Witte



Director of Marketing and Customer Service
Airmatic

White Cup BI enabled Airmatic to generate a variety of critical reports that were previously out of reach. For example, they can now run inventory reports to track items in specific bin locations, monitor payment terms on purchase orders, and create customer reports similar to those used in 3PL warehouses to manage inventory replenishment. The finance team also uses White Cup BI to determine sales tax thresholds.

Like Walking on Air: White Cup’s Results and Impact

Implementing White Cup BI has had a profound impact on Airmatic’s operations, significantly improving the effectiveness of their reporting processes. White Cup’s ease of use empowers employees across the organization to generate reports independently, saving time and reducing reliance on specialized outside IT staff.

“If we didn’t have BI, we would need to hire a report writer to extract the data out of Prelude,” Witte noted. “With White Cup BI, the sales team can really easily get at the reports they need without having to access the ERP.”

Dawn Witte


Director of Marketing and Customer Service
Airmatic



White Cup BI’s versatility also enabled Airmatic to merge data from multiple sources, such as combining ship-to and bill-to files, to create more comprehensive and insightful reports. This has led to improved decision-making across the company, from sales and marketing to finance and operations.

“From where we stand right now, the software is extremely easy to use,” Witte concluded. “It’s got a wealth of information.”

Increase Your Vision and Empower Your Team With Actionable Insights

Airmatic's journey with White Cup BI highlights the importance of having a distribution-specific business intelligence solution that's not only powerful, but accessible to everyone on the team, enabling them to readily extract data that helps everyone win more.

By choosing a tool tailored to distributors, Airmatic achieved greater efficiency and regularly discovers valuable insights, driving better business outcomes. As they continue to grow and adapt, White Cup BI will remain a critical component of their strategy and operations, providing the data and visibility needed to stay competitive regardless of market conditions.

If your company is ready to experience the power of cloud-based business intelligence tailored for distributors, see how White Cup BI can transform your operations. [Take your two-minute tour today.](#)

KEY RESULTS

- **Improved reporting** flexibility and ease of use
- **Enhanced decision-making** across departments
- **Significant time savings**, reducing dependency on specialized IT staff

Work Together To **Win More**

White Cup helps distributors win more deals, customer loyalty, and market share. With a powerful CRM that empowers team members to act on their best opportunities faster, business intelligence solutions that transform customer and product data into crystal-clear insights, and precision pricing software, the White Cup suite helps distributors shift from reactive, siloed customer interactions to proactive, collaborative growth strategies. With decades of industry experience, White Cup is trusted by more than 850 customers globally.