

Callico Distributors Relies on White Cup for Data-driven Decision Making for More than a Decade

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Cole Callahan

Director of Strategic Initiatives
Callico Distributors, Inc



Callico Distributors

INDUSTRY

Redistributors of paper, plastics, disposables, and janitorial supplies

LOCATION

Taunton, Massachusetts

EMPLOYEES

70+

ABOUT

Callico is an independent redistributor of janitorial, food service, and industrial products

WEBSITE

www.callico.com



White Cup has been a central part of Callico's digital transformation

Cole, the Director of Strategic Initiatives at a wholesale distribution company, discovered the power of White Cup's Revenue Intelligence platform and its transformative impact on his business. As Cole navigated the competitive landscape of sales solutions, he ultimately chose White Cup for its web-based, on-demand, and user-friendly features.

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Since implementing White Cup, Cole's business has seen a plethora of benefits, including increased adoption of data-driven decision-making, greater ability to identify and address sales trends with customers, and enhanced identification of opportunities to increase profit margins. The platform's ease of use has been instrumental in empowering the sales team to create reports without relying on the IT team.

Cole explained that one of the most valuable aspects of White Cup is its ease of use. The software is designed to be accessible and user-friendly, allowing salespeople to feel confident in utilizing its advanced functionality. This ease of use has fostered widespread adoption of the platform within the company and has helped drive more informed, data-driven decisions.

“As a Director of Strategic Initiatives, I highly recommend White Cup as a BI tool for any organization. We have been using it for years and it has consistently provided us with on-demand reporting and insights that have helped us make informed strategic decisions. What’s great about White Cup is that it doesn’t require a large team of analysts to operate, yet it still delivers incredible insights that are crucial to our success. It’s a reliable tool that has been instrumental in bringing much-needed insight to our industry. ”

“I can confidently say that White Cup is a game changer for any business looking to make data-driven decisions.”

As a long-time user of White Cup, Cole has witnessed firsthand the game-changing impact the software has had on his business. He appreciates White Cup’s ability to provide on-demand reporting and insights, which have been crucial in making informed strategic decisions.

Moreover, White Cup does not require a large team of analysts to operate, yet still delivers incredible insights that are essential for success in the wholesale distribution industry.



When asked if he would recommend White Cup to other businesses, Cole responded with a resounding yes. He believes that there is no other solution in the market that is as easy to use, comprehensive, and cost-effective as White Cup. The platform empowers salespeople to create reports and make data-driven decisions without relying on specialists, making it an invaluable asset for any business looking to improve revenue and profits.

In conclusion, Cole’s experience with White Cup’s platform has been nothing short of transformative for his wholesale distribution company. The platform’s user-friendly, on-demand, and web-based features have enabled Cole and his team to make more informed decisions and identify new opportunities for growth. As a result, Cole highly recommends White Cup to any business seeking to harness the power of data-driven decision-making and unlock new revenue potential.

Four Questions with Cole Callahan, Director of Strategic Initiatives

Would you recommend White Cup to other businesses? If so, why?

I would absolutely recommend White Cup. For our industry, there just isn't anything else that's as easy to use, comprehensive, and cost-effective as White Cup. Salespeople have the power to create reports and we don't have to rely on specialists.

What features of White Cup have been most valuable to your business?

Ease of use has absolutely been the most valuable part of the software. It's easy enough that people keep using it and feel confident when they want to move to more advanced functionality.



What were the key factors that led you to select White Cup over other sales solutions?

We like the fact that it's web-based, on-demand and user-friendly.

What benefits have you seen since implementing White Cup in your business?

We've seen an increased adoption of data-driven decision-making, and a greater ability to spot and address sales trends and identify opportunities to increase profit margins.

**Start Making
Data-driven
Decisions**

Unlock the information buried in your business systems with powerful reporting and analytics from White Cup BI.

Learn more at whitecupsolutions.com