Global Telecom Distributor Wins With White Cup BI for 20+ years

This global telecom distributor relies on White Cup BI for critical reporting to drive exponential growth.

Company Facts

LOCATION

Europe and Middle East

INDUSTRY

Telecommunications Distribution

EMPLOYEES

Approximately 200

SKUS

- 25,000+

CHALLENGES

- Critical data in multiple sources and formats, difficult to analyze data and make timely decisions.

- Inventory operations needed to be optimized to meet the demands of their unique customer segments requiring both rapid shipping and large, complex orders

Company Overview

Founded more than 40 years ago, this company is one of the largest valued-added telecom and IP equipment distributors in Europe and the Middle East. Serving a variety of markets, they offer both next-day product delivery as well as large system build-outs.

Today, they have more than 200 employees managing more than 25,000 products in multiple offices across the globe.

A Long-Time Customer With Long-Term Successes

White Cup BI has helped distributors solve business challenges since 1996, and this distributor has been a customer from the start. As the company grew and was acquired, they continued to use White Cup BI to provide critical insights into almost every aspect of their organization.

Early on, the introduction of White Cup BI opened up reporting in a whole new way. No longer were teams tied down to limited reporting from the ERP. It also eliminated the need for multiple spreadsheets generated by different departments that lacked a single source of truth. This new, more efficient way to manage and analyze data set the company up to thrive and scale.

It wasn't long before White Cup BI became the company's go-to analytics and reporting solution in all its offices. The company has gone from a European-based company with a handful of branches to having successful branches in strategic locations in the Middle East. White Cup BI's ability to to report in multiple currencies makes it easy for each branch to understand their specific performance without currency conversions.

As the distributor has grown substantially over the years, White Cup BI has scaled to match their changing needs. Currently, their team uses more than 1,000 White Cup BI reports, including AP, AR, GL, Inventory (Product Management and Stock Holding), Assets, Bid Management, Marketing, Complaints, Returns, and, most important, Sales.

White Cup BI keeps the Sales Team Focused on Driving Revenue

The company's sales leadership closely monitors White Cup BI reports for sales performance and margins. Not only does it track obvious sales goals, but the reports also serve as a coaching tool to improve individual sales performance. Bottom line, the sales team spends more time selling and driving revenue.

Sales reports, which are shared daily, weekly, and monthly are set up to run automatically and emailed on a set schedule, saving the IT team countless hours.

> **"White Cup BI is central. It gives us all the information we need when we need it. And anyone can make and share their own reports, no matter where they are in the company."**

IT Manager
Company Confidential

Navigating COVID With People, Data, and a Little Luck

In 2019, before anyone had heard of COVID, our customer made the fortuitous decision to conduct a full stocktake of their warehouse. The result was a purge of deadstock and scrapping of expired items. More importantly, it left the team with a near-pristine view of their inventory in White Cup BI and an inventory stocking model that was leaner than ever.

Flash forward to March 2020 when COVID turned the world, and the global supply chain, on its collective head. As part of their 25,000 SKU inventory, the distributor provided Personal Protective Equipment (PPE) that became critical during the pandemic. The leading factor in the team's long-term success was their highly skilled and resourceful staff. Their deep, personal industry connections allowed them to source products that competitors struggled to acquire. While they had to adjust some pricing, they were able to balance customer price changes while maintaining profitability.

It was the combination of a seasoned team of creative problem solvers armed with a clear view of inventory and sales data that allowed them to stockpile what was needed, yet run lean while still meeting rapidly changing customer demands.

KEY RESULTS

- White Cup BI created a source of truth for accurate and reporting, providing insights for decision-making to grow the business.

- Under the guidance of the company's inventory professionals, they maximized the inventory control tools in White Cup BI to operate lean while still meeting customer demands.

- Automated reports save the IT team countless hours while providing over 1,000 monthly reports.

Take the Easy Path

Read, watch, and learn ways your business can grow with revenue intelligence tools.

Learn more at whitecupsolutions.com

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