

Distributor Uses White Cup BI Distributor Analytics

To Optimize Inventory and Safeguard Market Share



Company Facts

LOCATION

Ohio

INDUSTRY

Landscape Distribution

CHALLENGES

- Losing market share through inability to track sales by location, product grouping, and by customer
- Needed faster analysis than their existing system could provide

SOLUTION

White Cup BI

A 70-year-old distributor of equipment and supplies for landscaping services turned to using White Cup BI distributor analytics to grow their business. During their first few decades in operation, they primarily focused on local distribution. Today, the company serves hundreds of customers in the Ohio Valley.

The Need for Fast Answers

This distributor is a longtime user of Epicor Prophet 21 for running day-to-day operations. While that ERP enables the company to manage their business, there are several critical answers that it doesn't directly provide—answers that are essential to their success: inventory and sales. Their ERP (and most ERPs) will tell you if an item is not selling or if an item is selling a lot. The ERP won't tell you if carrying and selling a given product is profitable and benefits your bottom line.

Getting it Right

“Getting the inventory quantities right has always been a bugaboo for us. Now, we know how much profit an item is (or isn’t) making for us. And we can get the answer quickly—so we can actually use it,” a company spokesperson said. “Having quick access to this kind of data was too important to pass up.” The spokesperson added that the flexibility and freedom to group items by category or location revealed specific strengths and weaknesses otherwise invisible to their team.

After implementing the new solution, the company immediately saw significant benefits. With access to deep, item-by-item inventory analysis, the company could better decide what to store, in what quantities, and where. More specifically, it was much faster and easier to identify specific instances of too much or too little stock.

Visibility into Customer History

Visibility across the customer base has been one of the most significant advantages to implementing [White Cup BI](#) – from both business and customer standpoints. Knowing what customers are buying, in what volumes, and when buying patterns change is essential.

Sales reps can log into White Cup BI directly on their tablets and see performance across their entire customer base. That visibility into customer history makes it easier to focus on building relationships and being proactive in addressing potential red flags. It’s not only about getting information faster; it fundamentally changes how the customer can see, interact, and establish confidence with their customers.

The company predicts additional gains in the future. “We’re just getting started with White Cup BI, and there are many areas beyond inventory and sales where we expect to take advantage of faster, better information. It’s all fairly intuitive, so we’re confident we’ll be able to achieve a lot.”



“On the inventory front alone, the White Cup BI solution is going to make us more money—in the hundreds of thousands. But it also saves us time—a lot of time—and that’s a real win too.”



Distributor
Landscaping Company

BENEFITS

- Fast access to data across their entire customer base
- Ability to see specific strengths and weaknesses in their product lines' profitability
- Frees time up to focus on enhancing customer relationships

Take the
Easy Path

With our industry-specific revenue intelligence tools, making smart decisions from your data has never been easier.