

# MITS BI for Distributors

Making sense of your business data is easier for distributors with MITS BI

## MITS BI

Having volumes of customer, product and sales information at your disposal is useless unless you can streamline it to make well-informed decisions about your business easily. Enter MITS BI, the business intelligence (BI) software that provides timely, insightful and actionable information right at your fingertips.

MITS BI integrates seamlessly with your existing ERP system, giving you instant insights to customer, supplier and product performance. Pre-built, role-based dashboards and ready-to-run reports empower you to drive growth, increase profitability, improve your ability to serve your customers and helps your team stay accountable.



Grow revenue by exposing sales opportunities, zeroing in on best and worst customers



Increase profitability by identifying product performance trends



Information is accessible anywhere on our secure cloud



Integrates seamlessly with your existing ERP to provide one source of truth for all data



Improve the quality of customer communication with relevant information

## MITS BI. Driving revenue intelligence to meet your business needs.

Our distributor-focused analytics put the data that matters most at your fingertips with dashboards and scorecards that uncover new opportunities to increase revenue performance across all aspects of your company.

**Increase revenue:** Increasing visibility of the sales process exposing both sales opportunities and losses.

**Increase profitability:** Gain control of increasing overhead by uncovering rising expense trends.

**Deliver excellence:** The 360-degree view of customer buying trends and history allows for more meaningful, customized sales conversations providing exceptional customer service.

**Team Benefits:** Save time and money with distributor focused pre-made dashboards and scorecards instead of customized spreadsheets



Knowledge is power and it is much easier to make solid business decisions when you have timely accurate information at your fingertips. MITS provides that for our team.

**Bob Hoff,**  
Operations Manager,  
Chase Plastics

## White Cup by the Numbers:

20+

years in the distribution industry

15+

ERP Integrations

200+

Built-in, ready-to-use reports and dashboards

## Product features:

MITS BI collects and analyzes data from your ERP and other business systems to provide up-to-date insights for virtually every department. The pre-built reports and dashboards empower each team member, from executives to field reps, to make smart decisions that help drive revenue.

**Centralized data by MITS BI** eliminates doubt and ambiguity because our system syncs with your business systems, creating one reliable source of truth.

**Distribution industry focused reports and dashboards** are pre-built allowing your team to easily drill down into details, solve problems, seize opportunities and provide improved customer service.

**Sales Module** is designed to improve customer insights allowing sales reps the ability to have meaningful communications about a customer's needs, challenges and head off problems before they occur.

**Pricing Module** allows users to track overrides, discounts and trends to monitor how pricing strategy is affecting margin.

**Purchasing Module** holds vendors accountable with vendor-specific scorecards covering fill rates, lead time order accuracy and other metrics.

**Inventory module** tracks products with high on-hand value and low sales as well as top performers to find and maintain an ideal mix of inventory and pricing strategies.

**General Ledger, Accounts Payable and Receivable** Modules allow you to easily view P/L and expense scorecards provide real-time insights for making data-based business decisions.

**Self-service access to reports** is easy to use and frees up IT staff to work on more strategic projects.

**Multi-level security settings** ensure sensitive data is only shared with designated individuals through role-based security settings.

**Role-based experience** means each member of your team sees the reports and dashboards that are most important to themselves. Tailor the experience by role and department to deliver the most value—and cut out the noise.

Create a clear action plan every day when you add **TDF CRM to MITS BI**.

Insights are most impactful when they are put into action. TDF CRM by White Cup allows you to easily create and track activities in the field for follow up and customer communications.

To learn more about the powerful combination of insights and action, visit [www.whitecupsolutions.com](http://www.whitecupsolutions.com)

## About White Cup

White Cup offers revenue intelligence solutions specifically designed for the distribution industry. Our software connects data across critical business systems, reveals industry-specific analysis, and provides the tools needed to take action for revenue improvement. With decades of industry experience, White Cup is trusted by more than 1,000 customers globally.



[whitecupsolutions.com](http://whitecupsolutions.com)