

MITS BI for Office Technology

Making sense of your business data is easier for office technology dealers 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



Access your information anywhere on our secure cloud



Integrate 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 office technology-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.

Drive 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: Provide exceptional customer service and meaningful, customized sales conversations with a 360-degree view of customer buying trends and history.

Empower your team: Save time and money with distributor-focused, pre-built dashboards and scorecards, instead of time consuming customized spreadsheets.



Our early successes with MITS have been with sales reps reviving missed deals or winning deals at higher profit because they have the right, relevant customer intel."

Clint Philips,
Executive VP-South Region
Ray Morgan, a UBEO Company

White Cup by the Numbers:

20+ years in the office technology industry

50+ Technology 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.

Lease portfolio module to easily track equipment lease status 18+ months out for easy, proactive customer upgrade outreach.

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

Service module allows users to track meter overages to identify machine upgrade opportunities.

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.

Dashboard alerts give users quick visibility to customers with overages, service calls, open invoices and other statistics that create reasons to call customers that improve customer service.

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 **Sherpa CRM** to MITS BI.

Insights are most impactful when they are put into action. Sherpa 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 whitecupsolutions.com.

About White Cup

White Cup offers revenue intelligence solutions specifically designed for the office technology 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