

White Cup BI for Distributors

Improve conversion by 2X with intelligent analytics

Analytics that solve problems and drive revenue

Enhance data-driven decision-making with timely, insightful, and actionable information.

- » 200+ distribution-specific, ready-to-run reports to drive growth, increase profitability, and improve customer service at scale.
- » 40+ pre-built role-based dashboards that personalize access ranging from accounting metrics and inventory segmentation to vendor and location-based warehouse performance.
- » Seamless integrations with any data source provide instant insights to customer, supplier, product, and sales performance.



Uncover relevant sales in all accounts



Identify product performance trends



Access data anytime, anywhere



Integrate with ERP of choice



Improve customer satisfaction



I can rely 100% on the information that comes out of White Cup BI to be accurate and useful. White Cup BI makes information available at a moment's notice – and for a business like Johnstone, this is essential to make informed decisions.”

BILL KIDD

Controller, Johnstone Supply





SMARTER

Sales modules provide access to open orders, AR trends, and bill to/ship to customers, enabling your sales teams to provide superior customer service.

Monitor **margin changes** for highest profits with pricing modules that track overrides, discounts, and trends.

Improve **vendor accountability** by tracking ongoing fill rates, lead time, order accuracy, and other metrics.

Stay on top of **dead stock and stock outs** to optimize for GMROI and profit percent. Keep an eye on products with high on-hand value and low sales to maintain an ideal mix of inventory and pricing strategies.

FASTER

Expedite **inventory management with intelligent segmentation** views that inform which products bring in most profit, which to eliminate, and which can perform better with discounting.

Accelerate **quality service with a 360 view** into accounts, support tickets, and inventory that arm your sales and support team for prompt conversations.

Provide real-time insights for financial decision making with **General Ledger, Accounts Payable, and Receivable Modules**.

Free up IT staff and improve ease of use with **self-service access** to reports.

Ensure sensitive data is only shared with authorized users through **multi-level security settings**.

EASIER

Track your KPIs and stay on top of planning your sales and budget with **proration and projection**.

Centralized data eliminates doubt and ambiguity to provide one single source of truth.

Provide easy access to relevant data through industry-specific **prebuilt reports and dashboards** that allow drillable access.

Tailor the experience by role and department to deliver the most value—and cut out the noise with **role-based access**.

EXECUTIVES

Monitor overall business health of your distributorship, easily compare to historical data, and drill down as needed for sales, revenue, inventory metrics and more.

Company Initiatives

Section should be populated with objects tracking whatever metrics your company is currently focusing on. Modify the dashboard to delete this text box and insert the appropriate objects.

Open Orders

Open Value: 384,924

Open Profit Percentage: 40.6%

Average Days Open: 62

Inventory

	Nov 26 2021	MONTH Oct 2021	MONTH Sep 2021	Trend:
Total On Hand Value	2,544,684	2,770,034	2,785,072	-0.5%
Turns		2.9	3.0	-2.6%
GMROI		160.5	163.5	-1.9%
12 Month Profit		4,651,965	4,680,947	-0.6%
12 Month Avg On Hand Value		2,898,458	2,862,433	+1.3%

Customer Fulfillment

	MONTH Nov 2021 thru Nov 23rd	YTDLME thru Oct 2021	YTDLME thru Oct 2020	Trend:
Average Lead Time	6	3	3	+7.6%
Line Fill Rate	96.6%	97.4%	96.9%	+0.5%

Purchasing

	MONTH Dec 07th thru Dec 07th	YTDLME thru Nov 2021	YTDLME thru Nov 2020	Trend:
Value Received	132,873	9,402,667	7,009,244	+34.1%
Line Fill Rate	98.6%	98.3%	98.5%	-0.1%

Summary Overview

	YTDLME thru Oct 2021	YTDLME thru Oct 2020	Trend:
Revenue Amount	12,917,156.70	9,868,185.00	+30.9%
CoGS Amount	7,933,758.50	6,347,912.70	+25.0%
Expense Amount	3,597,165.20	2,922,787.40	+23.1%
Profit Amount	1,386,233.00	597,484.90	+132.0%

Cash: 145,774.35
Cash Difference since Last Month End: 109,414.69

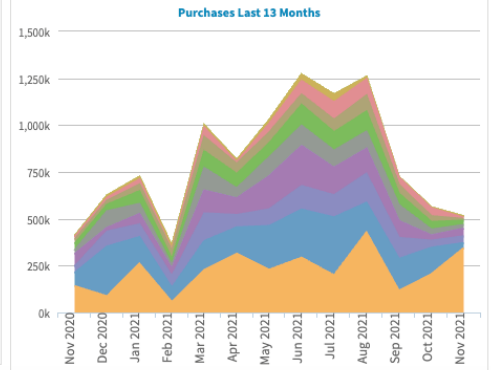
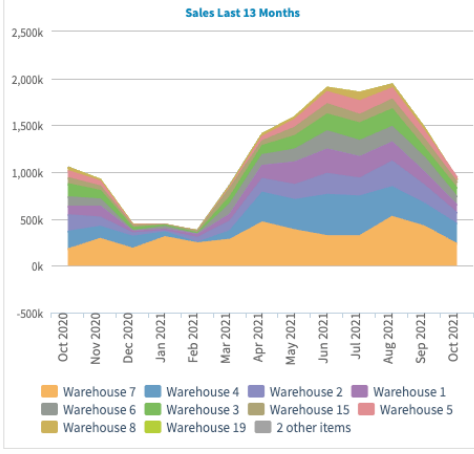
AR/AP

AR Total: 1,361,815.61
AR 1-30 Days: 739,920.82
AR 31-60 Days: 230,799.27
AR 60+ Days: 391,095.52

AP Total: 1,029,113.38
AP Over Due: 194,340.74
AP Due This Week: 228,489.85
AP Due Next Week: 88,584.40

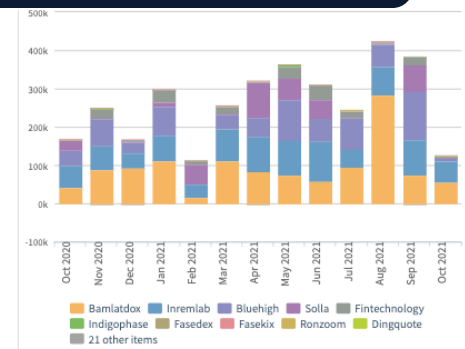
Sales Last 13 Months

	MONTH Nov 2021 thru Nov 23rd	YTDLME thru Oct 2021	YTDLME thru Oct 2020	Trend:
Sales	917,434	12,631,324	9,703,288	+30.2%
Profit	326,968	4,262,063	3,288,771	+29.6%
Profit Percentage	35.6%	33.7%	33.9%	-0.4%
Average Profit/Invoice	204	146	117	+25.0%



SALES LEADERS

Get instant answers about product, customer, sales, and pricing data; hit quota goals and improve your team's performance.



New Customers - Last Six Months

New Customers: 15
New Customer Sales: 36,780
New Customer Invoices: 34

Largest New Customers

	Last 6 Plus Current Month Invoices	Last 6 Plus Current Month Sales	Last 6 Plus Current Month Profit	Open Orders
Alvin White Travel	5	10,290	5,556	
HotVision Recruitment	3	7,165	2,957	-5,704
BitNet	2	5,426	3,486	
Brett Johnson	8	5,300	3,152	
Altioris	1	3,854	1,262	

Advanced Pricing

Opportunity by Bill To Customer

	Opportunity Amt Aug 18 2022	Floor Sales Amt Aug 18 2022	Sales Target Aug 18 2022	Ceiling Sales Amt Aug 18 2022
InfoFlash	8,622	294,035	382,896	548,727
Joel Baker, Inc.	7,182	372,225	484,716	694,645
CompuZone Media	4,697	18,888	24,611	35,310
MXS	4,388	52,298	68,103	97,598
Surtion	1,974	179,268	233,444	334,548
Alstroni	1,780	64,761	84,333	120,857
Colos	1,655	6,639	8,651	12,411
MyStation	802	12,449	16,211	23,233
LZI Television	621	3,005	3,916	5,618
Cintagon	436	22,764	29,644	42,482

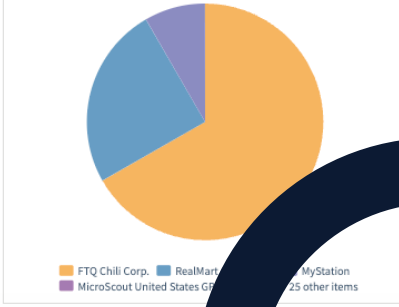
% of Sales Below Company Totals

Product Groups with Low Sales

	Sales Last 12 Months	Sales Rep % of Sales	Company % of Sales	Company Profit %
Zapex			8.0%	28.0%
Silware			7.4%	27.8%
Sumcorporation	1,741	0.1%	4.6%	32.5%
Zapcode			4.2%	25.3%
Treeotcom	174	0.0%	3.5%	33.1%

Current AR Balance (Net Due Date)

Total AR Balance: 525,543.42
Over 30 Days Past Due: -1,813.58
Percent Over 30 Days Past Due: -0.3%



Open Orders

Open Value: 186,515
Open Orders: 20

Late Orders

	Late Value	Late Orders	Late Lines	Avg Days Late
Joel Baker, Inc.	81,138	5	18	38
InfoFlash	68,872	3	21	64
William Bell Military Aircraft	26,225	2	29	78
Alstroni	6,633	1	5	31
YourSet Tobacco	3,871	1	2	88

Customer Performance

Top 10 Customers

	Sales Last 12 Months	Trend from Previous 12 Months	Profit % Last 12 Months	Diff from Previous 12 Months	Open Orders
InfoFlash	956,749	+178.6%	41.8%	2.1%	68,872
Joel Baker, Inc.	625,890	+41.0%	48.6%	-0.2%	81,138
YourSet Tobacco	408,509	+189.6%	47.7%	-0.8%	3,871
Surtion	340,242	+64.4%	41.3%	-0.2%	2,774
Alstroni	129,507	+150.2%	39.3%	2.8%	6,633
TeleCity	98,733	+149.8%	50.4%	1.7%	143
RCK United States GP	82,264	+46.2%	50.8%	8.4%	
RDP	50,873	+155.4%	50.3%	2.7%	
CyberBit	45,535	+31.8%	46.4%	0.6%	
HomeScout	44,451		49.7%	49.7%	

Customers with Low Sales Last Month

	Sales Current Month	Sales Last Month	Sales 13 Months Ago	Avg Sales Last 12 Months
Joel Baker, Inc.	251,690	8,039	58,678	52,158
YourSet Tobacco	6,521	6,131	7,591	34,042
Alstroni		7,627	10,911	10,792
RDP	450	344	2,897	4,239
TQD			1,491	2,663
OKB United States Corp.			1,358	2,004
QXG			2,624	1,315
MXS		675	4,540	1,186
Cintagon	973	698	1,535	1,075
William Bell Military Aircraft			1,288	722

Customers with Largest Override Profit Loss

	Actual Profit Current Month	Profit Lost from Overrides	Profit Loss % Current Month	Profit Loss % Last Month
	1,180	21,258	16.1%	
	72	5,045	6.9%	
	187	506	27.1%	

FINANCIAL LEADERS

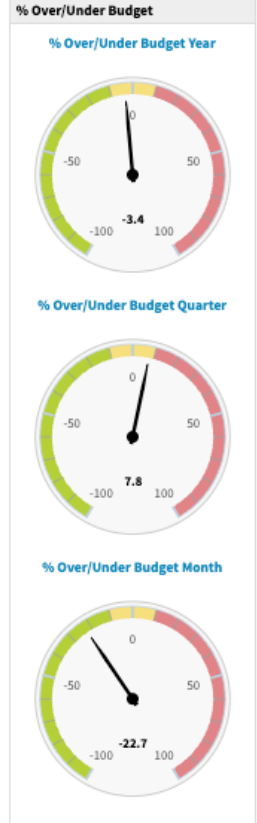
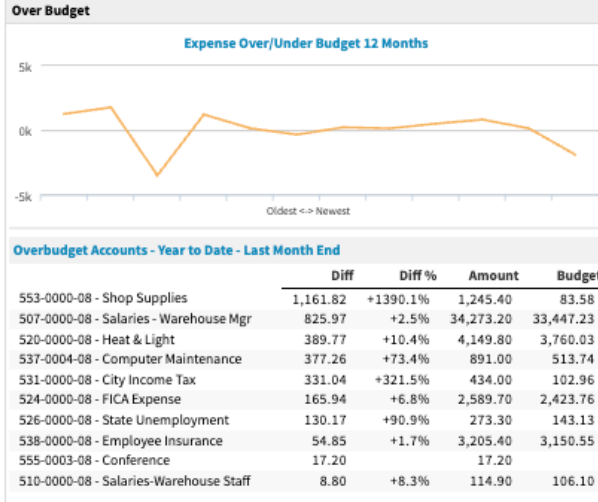
Maximize efficiency and drive profits with instant access to warehouse data and regular sales and budget trends.

			Diff
Abilene	29,690.60	23,683.85	6,006.75
Revenue	290,080.20	348,053.93	-57,973.73
Cost of Goods Sold	-185,292.30	-246,633.59	61,341.29
Expense	-75,097.30	-77,736.48	2,639.18

Last Quarter Summary			
	Amount	Budget	Diff
Abilene	39,508.20	20,715.34	18,792.86
Revenue	173,668.80	124,684.46	48,984.34
Cost of Goods Sold	-114,040.80	-85,303.35	-28,737.45
Expense	-20,119.80	-18,665.78	-1,454.02

Last Month Summary			
	Amount	Budget	Diff
Abilene	-8,580.40	3,073.94	-11,654.34
Revenue	-18,653.40	37,738.72	-56,392.12
Cost of Goods Sold	16,603.70	-26,216.04	42,819.74
Expense	-6,530.70	-8,448.74	1,918.04

Top Expenses			
Top 10 Expense Accounts - Year to Date - Last Month End			
	Amount	Budget	Diff
507-0000-08 - Salaries - Warehouse Mgr	34,273.20	33,447.23	825.97
565-0000-08 - Storage Rental	19,680.00	20,660.00	-980.00
520-0000-08 - Heat & Light	4,149.80	3,760.03	389.77
538-0000-08 - Employee Insurance	3,205.40	3,150.55	54.85
524-0000-08 - FICA Expense	2,589.70	2,423.76	165.94
562-0000-08 - TC Freight Expense	2,411.20	2,596.57	-185.37
523-0000-08 - Telephone	2,363.00	2,826.54	-463.54
506-0000-08 - Salaries - Inventory Control	1,270.00	1,478.20	-208.20
553-0000-08 - Shop Supplies	1,245.40	83.58	1,161.82
529-0000-08 - Personal Property Tax	1,050.70	1,161.30	-110.60



WHITE CUP

White Cup offers data-driven selling technology that makes selling smarter, faster, and easier for distributors. White Cup's industry-specific CRM, Business Intelligence (BI), and Pricing products drive revenue, improve profits, and reduce overall costs. With decades of industry experience, White Cup is trusted by more than 1,000 customers globally.

WhiteCupSolutions.com →