



See Your Best Opportunities Clearly. **Seize Them Faster.**

Act on insights anywhere with White Cup CRM+BI

Eliminate the frustration and complexity of traditional CRMs. White Cup CRM is the most critical, complete, collaborative CRM for distributors, with built-in business intelligence your entire team can use.

Designed for Distribution. **Tailored for Your Whole Team.**

When it comes to choosing a customer relationship management solution, distributors typically have to compromise between ERP add-on features, which lack functionality and mobile capabilities, or generic CRM software, which isn't designed to integrate easily with ERP systems.

"I can confidently say that White Cup is a game changer for any business looking to make data-driven decisions. We use insights that we get from White Cup BI to create opportunities or leads within the CRM, launch marketing campaigns, and feed the data directly to sales."



Cole Callahan

Director of Strategic Initiatives
Callico Distributors, Inc.



1100+

ready-made reports
for distributors



360°

customer view to tap
into new opportunities



1 tool

for data visualization
& team unification

Built by Experts in Distribution

White Cup CRM + BI is built by experts in distribution to transform data from your ERP system and eCommerce platform into actionable, mobile insights for your whole team.

Centralize Product, Customer and Online & Offline Sales Insights

With built-in business intelligence dashboards, detailed scorecards and native integration with popular eCommerce platforms, your team can clearly see their best opportunities from anywhere. White Cup CRM makes purchasing data, online orders, and sales rep interactions visible within a single screen.

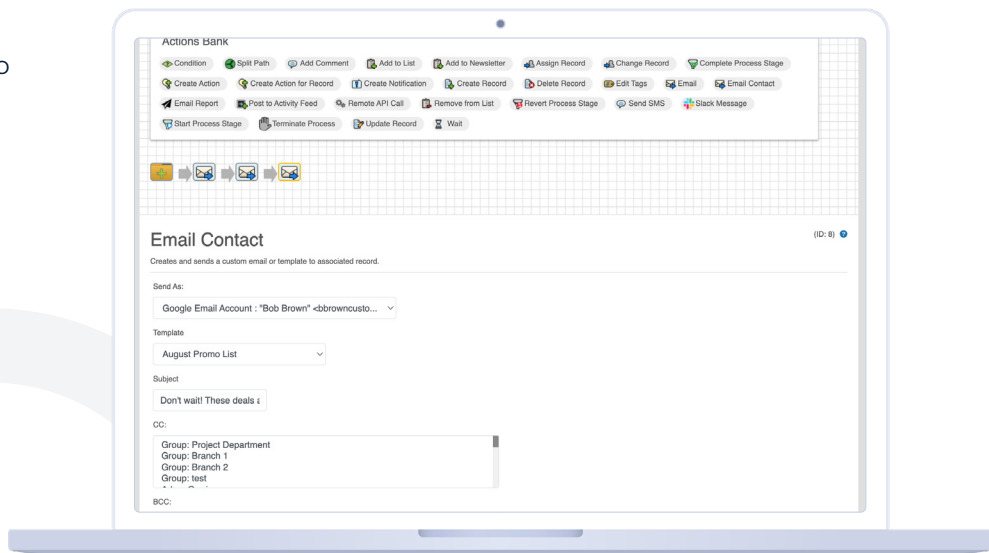
- **Prepare for every conversation** with a complete picture of your customers
- **Reach out to customers** with open orders or late shipments
- **Personalize outreach** based on online order activity



Collaborate To Surpass Sales Goals

Use automated sales workflows and templates built specifically for distributors to improve customer engagement, retention, and sales.

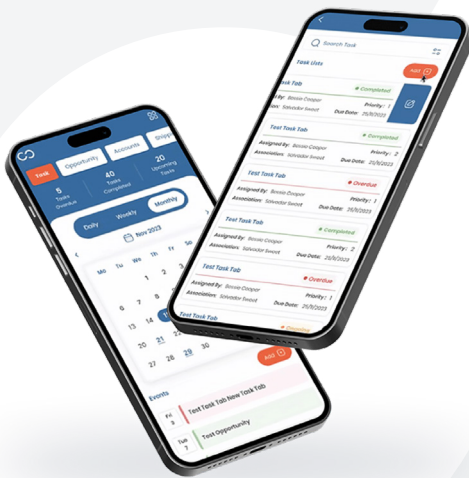
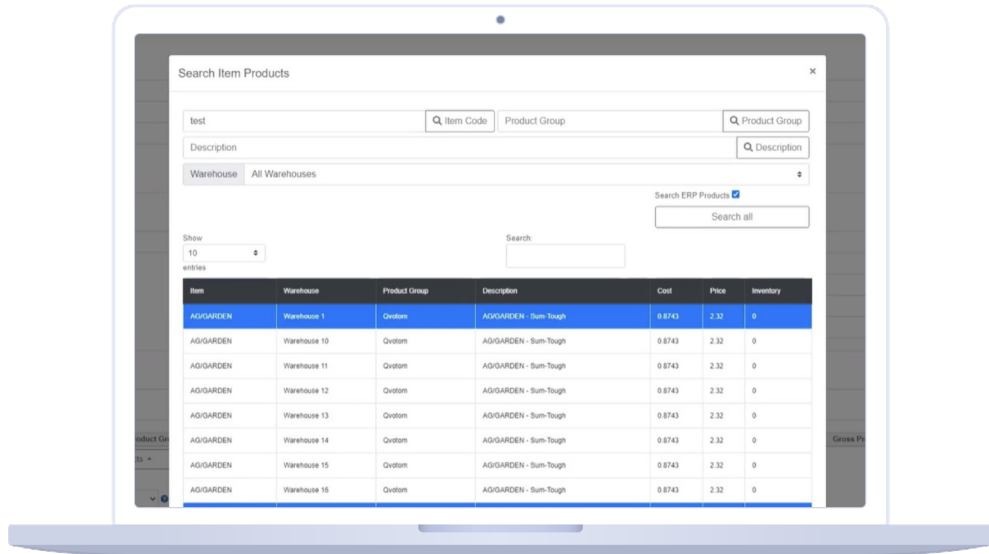
- **Help your team prioritize** with tasks reminding sales reps to follow up
- **Improve efficiency** with automated email workflows
- **Create marketing campaigns** to drive more revenue



Close Deals 75% Faster

Accelerate sales with a quoting tool that provides pricing suggestions and a frictionless customer experience.

- **See purchasing and payment history** that may impact pricing
- **Get subtotals** for kitting and packaging, and add taxes and shipping to quotes
- **Make it easy for customers to buy** with native eSignature functionality



Stay Focused With the White Cup Mobile App

Eliminate extra clicks with a user experience that's as intuitive as your favorite apps. Your team can uncover business insights, log calls, create tasks, or book meetings anywhere. Entering notes is as easy as speaking into your phone.

Work Together To **Win More**

White Cup helps distributors win more deals, customer loyalty, and market share. With a powerful CRM that empowers team members to act on their best opportunities faster, business intelligence solutions that transform customer and product data into crystal-clear insights, and precision pricing software, the White Cup suite helps distributors shift from reactive, siloed customer interactions to proactive, collaborative growth strategies. With decades of industry experience, White Cup is trusted by more than 850 customers globally.



Learn more at whitecupsolutions.com