



# Where AI Meets *Action*

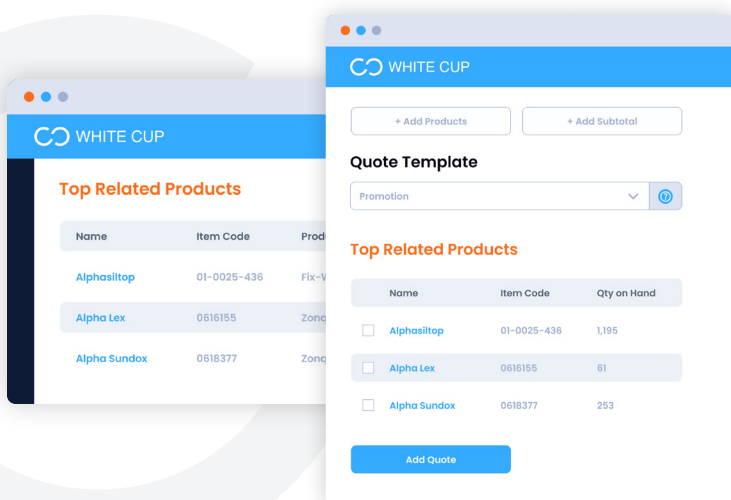
White Cup's AI-powered features are built specifically to help distributors identify their next best actions that will have the most immediate impact on profitability.

## Maximize Every Move

Use AI across your organization to maximize sales, strengthen customer relationships, and hit revenue goals. These actionable insights are available to your whole team, **so you can work together to win more.**

## Maximize Order Value With Top Related Products

**Know what your customers need before they tell you** with top related products that appear right in your CRM or BI dashboard. Use them to enrich your sales pitch or add related products to quotes.



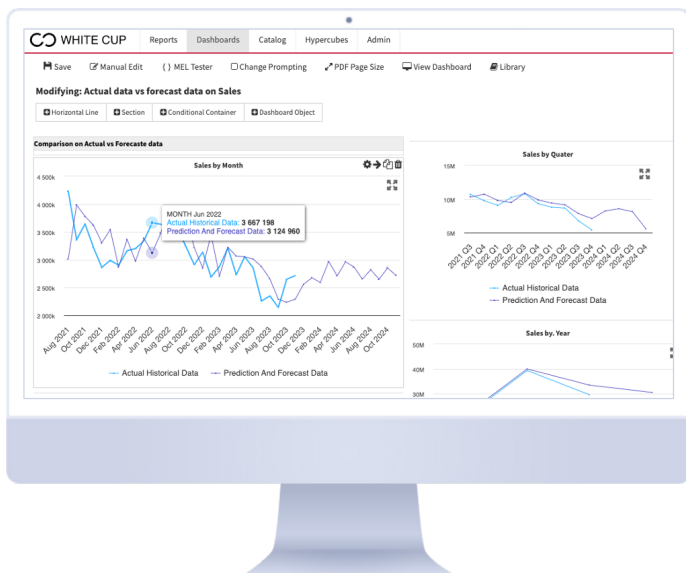
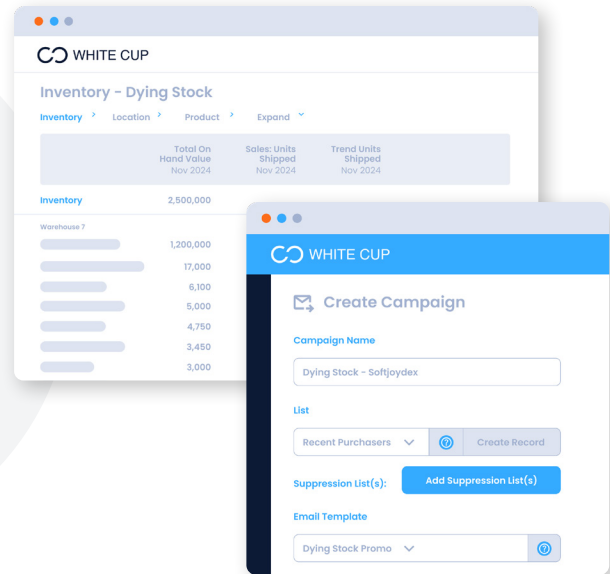
## Maximize Customer Lifetime Value With Buying Cycle Insights

**Help your sales team reach out to customers at the right time, every time.** White Cup analyzes each customer's ordering patterns to proactively notify reps when an anticipated reorder date is approaching and when customers fail to place an order during their typical buying window.

# Turn Inventory Liabilities Into Revenue Opportunities With Dying Stock Campaigns

**White Cup analyzes product movement and highlights slow-moving items in a pre-built report in White Cup BI.**

This allows sales and marketing team members to automate email campaigns targeting customers who are most likely to buy items based on past purchase history.



# Streamline Sales Planning with Predictive Sales Forecasting

**Stop spending hours analyzing P&L statements to develop sales forecasts.** White Cup's predictive sales forecasting uses AI to analyze your historical sales data, accounting for seasonality and other factors.

## Work Together To **Win More**

**White Cup drives distributor success with an advanced CRM, insightful business intelligence, precision pricing tools, and AI-driven workflows.** Our solutions enable faster, proactive customer engagement and collaborative growth strategies, backed by decades of industry expertise. Trusted by over 850 global customers, White Cup boosts deal wins, customer loyalty, and market share.

Learn more at [whitecupolutions.com/ai-for-distributors](https://whitecupolutions.com/ai-for-distributors).



**Get Started Today**