



White Cup is Revenue Intelligence

Our revenue intelligence platform is the **revenue-driving engine** built just for distributors.

Revenue Intelligence is the path to success for Distributors. **White Cup is leading the way.**

Thriving in today's distribution market is a tall order, even for the most experienced distributors. White Cup's Revenue Intelligence platform is your revenue driving engine, making it easier to drive revenue and improve profits.



CREATED FOR DISTRIBUTORS

Stop trying to make do with software that must be adapted to fit your needs. Start with the solutions that are created to drive revenue for distributors from day one.



DRIVE REVENUE AT EVERY TURN

Each component of White Cup's Revenue Intelligence platform are laser-focused on driving revenue. Whether you use them individually or as an integrated system, every action is designed to improve the quantity and quality of revenue.



COLLABORATE FOR THE WIN

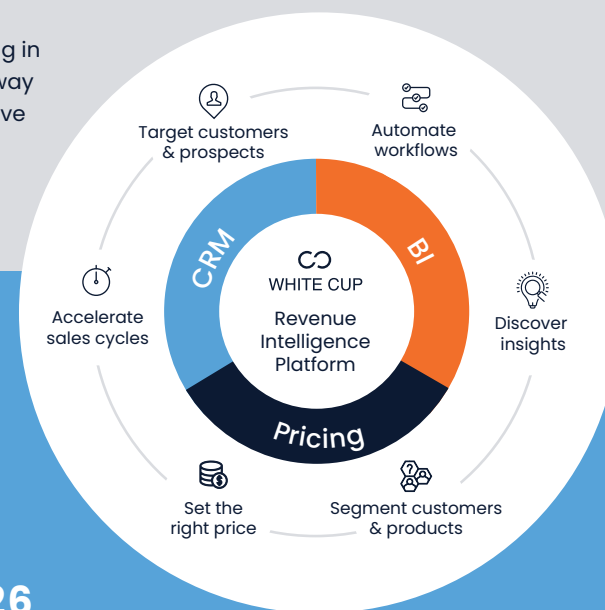
Sharing information across teams is easier with our Revenue Intelligence platform. It provides a holistic, transparent view of the business landscape that allows each team to know which KPIs they're responsible for and how those KPIs influence sales.

Revenue Intelligence is the competitive edge distributors have when their data, analytics and workflows are all laser-focused on driving revenue. Our integrated platform of CRM, Business Intelligence (BI) and Pricing Optimization makes growing revenue easier for your entire team.

When your CRM, BI and Pricing software are integrated, sharing information across teams is easy and improves the selling process, which helps grow revenue. Removing obstacles, such as data living in multiple places or formats, clears the way for teams to focus on selling and positive customer experiences.

WHITE CUP HELPS DISTRIBUTORS:

- » Understand customers and prospects better
- » Keep deals moving forward with automated sales and marketing workflows
- » Identify and act on trends to grow existing customers
- » Create pricing strategies that minimize overrides and maximize profit focus on selling and positive customer experiences



BY 2026

65% of B2B sales organizations will transition from intuition-based to data-driven decision making, using technology that unites workflows, data and analytics.

FROM GARTNER'S MARKET GUIDE FOR REVENUE INTELLIGENCE PLATFORMS



White Cup's Revenue Intelligence Platform

White Cup CRM

White Cup CRM offers a comprehensive set of distribution-focused features to drive sales, automate marketing activities and keep deals moving to close.

DRIVE REVENUE

with sales and marketing tools built specifically for distributors

ELIMINATE BUSYWORK

with built-in sales and marketing workflows

BUILD, SEND, & TRACK EMAIL CAMPAIGNS EASILY
with just a few clicks

STAY ENGAGED

with prospects, customers and your team to keep deals moving forward

ACCESS CRITICAL DATA

ANYWHERE on any device with our secure cloud

MITS BI by White Cup

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

GROW REVENUE

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

INCREASE PROFITABILITY

by identifying product performance trends

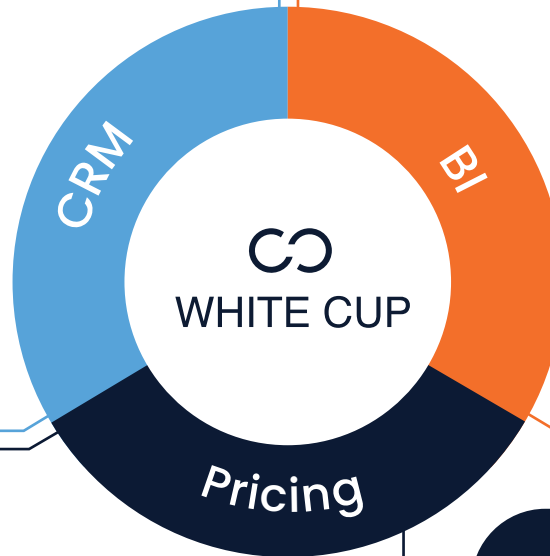
ACCESS INFORMATION ANYWHERE
on our secure cloud

INTEGRATE SEAMLESSLY

with your existing ERP with your existing ERP for real-time reporting

SELF-SERVICE ACCESS

to reports is easy to use and frees up IT staff to work on more strategic projects



White Cup Pricing

An analytical powerhouse that improves both top-line revenue and bottom-line profit. With White Cup Pricing, complex customer and product segmentation and pricing analysis that used to take weeks now take minutes.

COACH SALES TEAMS

to minimize overrides based on hard data

10X+ ROI PROVEN

with White Cup Pricing customers

ELIMINATE 'GUT INSTINCT' PRICING DECISIONS

with data-driven decisions

MINIMIZE DISCOUNTING

and overrides with just-right pricing

COMPREHENSIVE TRAINING AND GUIDANCE

yields early buy-in and rapid adoption

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 →

