



How to **Get More Value** From Your ERP System and Win More Business

**Achieving an Insights
Advantage**



How fit is your business to compete in today's challenging business environment?

In a world that's increasingly digital, fast-paced, ultra-competitive, business must be data-driven.

Distributors must aggregate data from their business transactions and customer engagement...

- » to synthesize and correlate this **data**
- » to surface and act on **trends and opportunities**
- » to drive **revenue growth**

Our world has increasingly become digital by default.

By 2025, every connected person in the world will have at least **one data interaction every 18 seconds.***

**According to International Data Corporation*



Some distributors are better equipped than others to do this. Leading organizations consolidate data and put it to work, achieving an **Insights Advantage.**

The Enterprise Resource Planning (ERP) system is the backbone of every distribution business, but it's not the only crucial software application. **Here's how distributors can gain additional insights to maximize their competitive advantage through ERP integration.**

ERP AND CRM

Replicating the Recipe for Revenue



ERP is a system of record for transactional data. On the other hand, Customer Relationship Management (CRM) is a system of record tracking behaviors. At the same time, the ERP system enables distributors to see WHAT happened. The addition of CRM enables companies to understand WHY something happened.

When you're able to know WHY something occurred that may be detrimental to your business; you can take steps to ensure it doesn't happen again. And, when you understand WHY something occurred that's beneficial to your business, you can take the steps needed to replicate this scenario for further gain.

Having ERP integration with a CRM system helps organizations generate valuable insights. And more importantly, correlate efforts and activities with outcomes to understand which efforts and activities produce revenue. This enables distributors to pivot quickly to stay on top of changing trends.



THE INSIGHTS ADVANTAGE

White Cup CRM is designed for simplicity of use and ease of adoption and is integrated with the industry's best ERP solutions.

Revealing Those Customers Most at Risk of Loss



There's a sobering statistic out there: The typical distributor will lose half of its customers in five years. That's an average of 10 percent per year!

Customers walk for many reasons. The key is to identify which customers are buying less, which can signal they may have one foot out the door. This allows you to focus efforts on understanding why they might be ready to take flight, so you can take the necessary steps to win back their business *before* they leave.

The data should be in the ERP system, but accessing this information quickly is often challenging. ERP Integration with BI allows you to drill down and see trending to determine which customers are buying more and which are buying less.

You can then triangulate on issues that might be contributing to customer churn, such as out-of-stocks or fulfillment problems, or even pricing that might be too high. When you understand what is prompting customers to leave, you can make changes to eliminate these issues.



THE INSIGHTS ADVANTAGE

White Cup BI integrates seamlessly with your existing ERP system, giving you instant insights into customer, supplier, and product performance.



ERP AND PRICING

Selling the Right Product at the Right Price to the Right Customers



Distributors struggle to arrive at the right price to offer customers to win the deal – attempting to make daily pricing decisions on thousands of products for thousands of customers while facing steep market competition.

Many distributors rely on tools such as Excel spreadsheets and/or gut feel to manage their pricing. This is no match for the dynamicism needed to keep up with the unprecedented rate of change.

Pricing is one of the most critical components in your ability to drive profits in your company.

Having powerful pricing optimization software enables you to take the data in your ERP system and segment customers by various attributes, including their buying habits, profitability, and cost to serve, to discover new opportunities to make price adjustments. Customer segmentation and pricing analysis that used to take weeks now can be accomplished in minutes.

You can run what-if scenarios to predict market share, revenues, and margins at various price points. You can now guide your business to capture greater profits by aggregating and correlating data.



THE INSIGHTS ADVANTAGE

White Cup Pricing provides data analysis to predict the behavior of potential buyers to different pricing based on ERP sales data, customer and product segmentation.

The process of gathering information to inform your go-to-market activities isn't new. But in the old days, the process was slow, often painstakingly so, and challenging to scale. But this all changed dramatically with the advent of the cloud and new technologies that allow organizations to process and make sense of vast amounts of data quickly.

Say Goodbye to Sales Pains, Prepare for Profit Gains

In the distribution space, you are facing challenges never before experienced, and your customers are too. It's a whole new world that requires unique strategies to unlock new sales opportunities and build relationships based on a deeper understanding of your customers' needs.

Ready to get in the [data-driven driver's seat](#)?

White Cup's platform consisting of BI, CRM, and Pricing software, enables distributors to make sense of their data and make business decisions that improve revenue performance. We can help you connect the dots of your data across critical business systems, reveal key insights via analysis, and provide the tools you need to take action for revenue improvement.



ABOUT WHITE CUP

White Cup is the best choice for revenue-driving solutions specifically designed for distributors. Our CRM, Business Intelligence (BI), and Pricing software is the difference maker between you and the competition. We make it easier for you to sell more, keep more profit and grow your business.

With over 20 years of experience, White Cup is trusted by more than 1,000 customers globally. To see how we can help drive your revenue, schedule a demo today.

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