Wholesale Distribution

Unified Commerce for Wholesale Distribution

DATAXSTREAM

Unified Commerce

Heightened customer demand for a wider range of highly customized products is driving increased competition in the wholesale distribution industry. Customers are looking for more options, cutting-edge digital technologies provide distributors the opportunity to remain competitive and go above and beyond for their customers.

For wholesale distributors, the traditional business model of buying, holding, and selling goods while maintaining personal relationships with customers is no longer enough to remain relevant. Today the rate of technology advancement continues to outpace distributors' rate of adoption. However more and more companies are leveraging technology to broaden their range of offerings and improve the overall experience for their customers and employees

New Priorities Drive New Approach to Technology Adoption

The changing wholesale industry landscape is driving new business priorities; leading distributors to provide a seamless customer experience by running their businesses on an integrated ERP system, with allows them to organize business data and processes. These systems allow for the deployment of intelligent applications which help the leading distributor respond quickly to changes in demand. They provide real-time analysis and predictions, better allocate internal resources to higher-value tasks by reducing workloads with automation and standardization. There are 4 critical requirements when establishing a modern business system foundation:

1. Data: Business objects are organized and their relationships maintained so that they can be dynamically combined for different business objectives. Application artifacts, such as usage and feedback, are captured and organized so that they form the basis for iterative training and learning cycles of intelligent applications.
2. Integration: The system enables and automates the execution of end-to-end business processes.
3. User Interface: The system applications empower users to consume business data efficiently to achieve business objectives
4. Scalability: As demand changes, the system scales effectively for the growth in data and in the complexity of business processes to allow the business to adapt quickly.

Adopting an Integrated, Modular Approach to Technology Adoption

The varied ways in which customers interact with wholesale distributors make for complex and unique business processes. Therefore, many wholesale distributors make it a priority to implement applications that help automate and speed up these processes.

"Distributors today must support a modern sale experience with a unified commerce strategy that customers have come to expect from their personal experience with modern retailers. SAP and its partners are uniquely positioned to provide distributors with the tools to meet the complexities of distributors business models and realize a unified commerce strategy across all sales channels."

Timothy Yates CEO of DataXstream LLC

Most wholesale distributors looking to leverage technology to get ahead quickly realize that every part of their business and everything within their IT stack from data storage to ERP systems to networking serve as a connected whole for hosting modern intelligent applications. For example, those looking to automatically read order information from customer emails and generate orders might find its implementation challenging if their business systems cannot support efficient, real-time retrieval of material data.

With SAP serving as the foundation for ERP, the speed of innovation is greatly increased as wholesale distributors can now pick and choose applications that suit their needs for streamlining business processes.

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DataXstream OMS+, a partner app that is available on the SAP Store, enables unified commerce by providing a simple, yet rich, user interface that is built on standard SAP sales processes. OMS+ is the only choice for wholesale distributors looking to quickly jump ahead of their competitors. It provides a platform that centralizes order processing and enables complex sales processes across all channels spanning counter sales, call center interaction, mobile sales, and e-commerce sales.

"Employees had 1-2 days of training... Customer issues were non-existent yesterday; and end-of-day reconciliation was nearly flawless. The beginning of the digital transformation for PCS has begun! Implementing OMS+ is the great first step in our major modernization journey for PCS."

Martin Menard, CIO , Pacific Coast Supply LLC

Increase Sales, Reduce Costs, and Improve Customer Experience with DataXstream

DataXstream OMS+ meets the needs of the modern wholesale distributor's agile business model that includes product customization, time-critical supplies, planned delivery, equipment rental, consulting services, recurring orders, alternate product recommendations, and trend analysis.

OMS+'s easy-to-use UI makes the solution look deceivingly simple. On the backend, OMS+ leverages machine learning algorithms to move, combine, transform, and analyze data for different business purposes. SAP Data Intelligence provides the platform for intelligent applications on OMS+ that are instrumental in helping wholesale distributors respond to market trends.

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Furthermore, SAP DI delivers a set of business content, ranging from risk assessment to timesheet analysis, that can be readily downloaded and implemented. Optimizing order fulfillment is one option that SAP DI offers for wholesale distributors. SAP DI business content takes the burden of development off the customers' shoulders and speeds up business innovation.

With SAP and DataXstream OMS+, manual functionalities that used to depend heavily on the distributor's customer sales representatives such as finding materials that match customer orders, input order information from documents of various sources and formats, advanced quoting and bidding, and product recommendations are now simplified and powered by artificial intelligence, empowering CSRs to focus on tasks of higher value such as collaborating closely with customers on large projects to understand their specific needs.

Changing business models and new competition make it a requirement for distributors to innovate now and create great customer sales experiences. OMS+ customers see a fast ROI, reduced cost of sales, improved agility of sales processes, and increased sales, margins, and close rates. Allowing distributors to protect their position in the market and minimize the effect of new competition.

Accelerating Innovation Requires the Right Tools

Just like our partners in the wholesale industry, DataXstream's customers demand rich out-of-the-box functionality with high customizability from the software solutions they purchase. That's why DataXstream's OMS+ is designed to be a flexible solution that can be tailored to each customer's needs. DataXstream understands that ease of configuration and customization is critical for its customers to create differentiation in their markets. SAP provides a foundation that allows for such adaptability while ensuring industry best practices and organizational governance.

- Learn more about SAP Data Intelligence: https://www.sap.com/products/data-intelligence.html
- Increase Sales, Reduce Costs, and Improve Customer Experience with DataXstream OMS+ Order Management and POS Solution: https://store.sap.com/en/product/display-0000006561_live_v1
- Learn how wholesalers are benefitting from DataXstream OMS+: https://bit.ly/3kns7IK