



## How Wholesalers Are Benefitting from DataXstream OMS+

Wholesale distribution is a major industry worldwide. In the US alone, there are approximately 415,000 wholesale businesses with combined annual sales of about [\\$7.8 trillion](#). While those businesses sell a wide variety of products, they face similar challenges, ranging from supply chain visibility to order system complexity. At a time when customers have more choices than ever and expect top-notch customer service, wholesalers that don't prioritize fixing these issues can't survive.

In light of recent events and as the global market continues to change, we anticipate even more challenges ahead for wholesale distributors. That's why now is the time to regroup, identify challenges and develop a strategic plan moving forward that includes the implementation of technology solutions. Embracing digital transformation in this way will lead to improved productivity, efficiencies, and customer satisfaction, which in turn leads to customer retention, increased sales, and the ability for wholesalers to sustain profitability enough to truly thrive in a competitive market.

The following is a look at some of the common challenges wholesale distributors face, some technology solutions that can help address those challenges, and the benefits that are possible as a result.

### Common Challenges within Wholesale Distribution

To understand the need for a technology solution, it's important to first get familiar with the most common challenges in this industry. These include the following:

- Complexities in Ordering.** The wholesale distribution ordering process is extremely complex, largely due to the fact that there are typically multiple supply chain locations to deal with. There are also different prices on products for different customers, depending on varying agreements and discounts. With large orders that can be over a hundred lines, these disparities make it hard for wholesalers to quickly and easily complete orders as needed.
- Inventory Management Difficulties.** Similarly, inventory management can be difficult for wholesalers selling a wide variety of products to different businesses. They need to be able to almost instantly see which products are available and where they are located to be able to complete an order. Without this kind of visibility into the supply chain, wholesalers risk disappointing customers by failing to send out the right product in the correct amount by the date promised. As a result, wholesalers

are likely to lose money on orders via chargebacks, as well as lose customers in the long run. After all, just as in other industries, customer experience is taking center stage right now.

- **ERP Learning Curve.** Due to the increased emphasis on customer experience, customers fully expect speed and simplicity, from the moment they ask about which products are in stock to the moment they receive their deliveries. If this takes too long or isn't accurate, wholesalers stand to lose business. While ERP solutions can help take care of this issue, they can also bring along other problems – such as a big learning curve. This usually means front line and field salespeople have to spend hours – if not months – learning how to use ERP systems, and wholesale businesses don't always have the time to properly train employees to use such systems quickly enough to satisfy customers. That's why there's a definite need for modern solutions that will solve these issues in wholesale distribution.

## OMS+ by DataXstream Revolutionized Wholesale Distribution

It's possible to eliminate the difficulties many wholesalers face by using systems that are meant to streamline the selling process. That's what led us to evaluate OMS+ by DataXstream. OMS+ is an order management solution that helps wholesale distributors offer their customers the fast, reliable service they demand. Here's a look at the main benefits of this system:

- **Real-Time Inventory Insight.** We found that one of the most useful features of OMS+ is the ability to see inventory in real time, speeding up the ordering process. In fact, this system allows wholesalers to see which products are in stock at multiple locations, as well as to get current pricing information. It also makes it easy to view customer details, including different pricing for each customer. Additionally, the system has advanced material search abilities, impressive quoting and bidding options, and easier returns management.



It should come as no surprise that with this system, a single line order using cash takes just five clicks, five keystrokes, and four screens, resulting in a 15-second process overall. This is a huge reduction in how long customers have to wait for order processing. After all, ordering through the typical ERP can take up to 40 clicks, 50 keystrokes, and 10 screens, for a total of 140 seconds. A leading specialty retailer that started using this system, soon saw its turnaround time on quotes go from 12 hours to a mere 20 minutes. The speed OMS+ delivers can easily improve the customer experience as a whole.

- **Increased Efficiency.** Not only does the speed of OMS+ add to the customer experience, but it also saves wholesalers time, allowing for more time to spend with the customer or perform other business functions. Another benefit is that this solution scales easily as a company grows. It also allows for more agility in the supply chain, as there's more visibility throughout the sales process and supply centers can talk to each other. So rather than buying more products, the order fulfillment team can focus its attention and time on shifting its existing product to the necessary location, which in turn reduces order fulfillment wait times.

### **Customer Success – Crafc**

Like many wholesalers, Crafc Supply Center struggled with inventory visibility. When a customer in Oklahoma ordered product from the Crafc Supply Center, the Edmond, OK location would supply what it could, and the remaining part of the order was shipped from the Glendale, AZ facility. As the company started using OMS+, the Edmond location was suddenly able to see that the St. Louis location – much closer to Oklahoma – had an excess of the product. Having it shipped from the closer location meant Crafc could save on the cost of shipping, reduce the time delay, and get the order to the customer much more rapidly. A win all the way around!

that many don't have, especially in an ever-changing business climate where remote work and supply chain issues have added complexity to the situation. OMS+ works with SAP infrastructure, eliminating the steep learning curve. Your team doesn't have to understand the SAP solution in order to be able to take an order in the call center, at the counter, or in the field. A western US based wholesaler of building materials saw their credit card sales increase ten times over, due to the seamless integration between the point of sales terminals, the SAP ERP and OMS+.

### **Why OMS+?**

In today's fast-paced, data-driven, customer centric business climate, it is a given that every wholesaler could benefit from a solution that has the ability to save time, increase productivity, and drastically improve the customer experience. While SAP does have a powerful ERP solution that can solve a myriad of business problems for a wholesaler, it can also introduce a new set of complexities as well – and that's a challenge that smart wholesalers realize they can, and must, work around. That's where the value proposition of DataXstream OMS+ comes in – it solves all of these challenges and allows the wholesale distribution team the benefit of real-time insights at their fingertips and scalability as needed, all built with the highest level of customer experience in mind.

In fact, this is likely one reason OMS+ [won the 2020 SAP® Pinnacle Award](#) as SAP App Center's Partner of the Year in April 2020 and is currently available in SAP App Center. Not only is this solution effective, but it's also easy to learn while using SAP infrastructure, dodging the steep learning curve the typical ERP has. As a result of this solution, sales teams at wholesale centers are more productive and struggle less at work, while customers get their ordering and delivery needs taken care of fast. This all adds up to a better bottom line for wholesalers who choose to use OMS+ to set their company apart from the rest.

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