Acumatica
The Cloud ERP

7 Ways Distributors Grow with Acumatica

OPTIMIZE INVENTORY, REDUCE COSTS, AND AUTOMATE YOUR SUPPLY CHAIN

Distribution has changed dramatically. It is easy for manufacturers to sell direct, and the Internet enables customers to source from low-cost, global competitors. Distribution businesses must be agile and built on modern technologies to effectively manage their supply chains and customer relationships.

Customers demand omnichannel options to purchase, return, and exchange products anywhere—in-store, online, or through in-house sales departments. Online self-service and value-added services offer distributors opportunities to differentiate from competitors while increasing their bottom lines.

Entry-level systems are affordable but lack advanced features for inventory management. Smaller distributors struggle to manage complex business systems with multiple bolt-on applications for retail and online sales, order fulfillment, and shipping. Legacy ERP systems offer robust features but lack the mobility and open architecture today's distributors need to connect with customers and suppliers.

This eBook explores how Acumatica Distribution Edition helps wholesale distributors boost sales, reduce costs, and exceed customer expectations by harnessing modern technology to grow in today's competitive digital economy.

GROW DISTRIBUTION WITH A FUTURE-PROOF ERP APPLICATION



INCREASE SALES
Page 2



OPTIMIZE INVENTORY
Page 3



STREAMLINE OPERATIONS
Page 4



EXCEED CUSTOMER EXPECTATIONS
Page 5



IMPROVE DATA VISIBILITY
Page 6



AUTOMATE BUSINESS PROCESSES
Page 7



REDUCE IT AND INFRASTRUCTURE COSTS
Page 8



INCREASE SALES

Generate Leads and Sell More with Embedded CRM, Connected Commerce, Point of Sale, and Field Service

Every distributor operates on razor-thin margins, and competition is fiercer today than it has ever been in the past. Distributors must capitalize on every business opportunity and explore new ways to increase revenue from existing customers. Acumatica Distribution Edition helps distributors generate more leads with connected marketing automation. Sell more with connected commerce and point of sale and differentiate with new service offerings with embedded field service management.

"With the sheer capability of getting our sales reps online and giving them access to customer information through the CRM, Acumatica is allowing my business to grow."

- JODI ANSTANDIG, FINANCE DIRECTOR BIOPELLE

View Customer Story

MARKETING AND SALES FORCE AUTOMATION

Segment marketing lists for outbound email marketing campaigns. Build landing pages and manage inbound marketing with connected social media, blogging, and other modern lead generation strategies. Configure lead generation rules and custom sales workflows to improve sales conversion rates.

CONNECTED COMMERCE STOREFRONTS

Expand sales with connected commerce storefronts to highlight your entire product line to new and existing customers. Acumatica Distribution Edition connects seamlessly to BigCommerce, Shopify, Magento, and other leading commerce storefronts. Synchronize images, customer pricing, categories, inventory availability, and additional information from Acumatica to your storefront. Fulfill online orders inside Acumatica with full transparency of order details from online customer orders.

NATIVE POINT OF SALE APPLICATION

Capture showroom and in-store retail sales transactions with a native point of sale application. Acumatica connects easily with point of sale hardware, including cash registers, receipt printers, barcode scanners, credit card terminals, and other devices. Sell online, process returns in-store, and manage exchanges through your back-office application for an omnichannel customer experience.

APPLICATIONS FOR SERVICE AND SUPPORT

Generate additional revenue by adding or expanding services and support offerings. Offer support contracts for products or services with embedded CRM and a powerful, self-service customer portal. Service Management empowers field technicians with schedules, equipment details, component part inventories, service history, and equipment warranties anytime, anywhere, on any device.



OPTIMIZE INVENTORY

Manage Supply Chains Effectively with Replenishment to Increase Turns and Minimize Carrying Costs

Effective inventory management is paramount for every distributor. Carry too much inventory, and you experience product obsolescence and increase carrying costs. Carry too little inventory, and you face stock-outs, lost sales, and stagnated growth. Distributors demand flexible tools to manage inventory replenishment to optimize stocking levels for maximum return on investment.

Hear Acumatica customer stories on how their businesses depend on Acumatica Distribution Edition for their success.

Watch Videos



OPTIMIZE INVENTORY WITH REPLENISHMENT

Leverage safety stock, minimum and maximum stocking levels, demand formulas, and other advanced settings to automate the inventory replenishment process. Analyze inventory turns to determine the precise settings for each item to maximize profits and reduce carrying costs. Use ABC Codes to identify fast-moving items to optimize warehouse locations for picking, packing, and shipping.

MINIMIZE PERISHABLE INVENTORY ISSUES

Minimize write-offs for perishable inventory with physical inventory stock rotations based on lot expiration date and first-expired-first-out (FEFO) picking. Identify lots close to their expiration date for quality checks before shipping to avoid write-offs and allowances. Manage product recalls with cradle-to-grave lot tracking.

MONITOR SUPPLY AND DEMAND IN REAL-TIME

Create custom dashboards, email and text alerts, and real-time reports and inquiries to monitor supply and demand in real-time. See supply problems in real-time as orders flow through the system from your online storefront, in-store sales, or back-office sales order entry system. Respond to low-stock and stock-out situations with connected purchasing and downstream notifications to suppliers.

STREAMLINE ITEM MANAGEMENT

Automate purchase order requisitions with vendor bidding for added items. Simplify product family creation, management, and ordering with matrix items. Create matrix items quickly using attributes such as color, style, grade, or size. Use matrix tables and matrix grids to streamline sales order and purchase order entry.

STREAMLINE WAREHOUSE OPERATIONS

Automate Transactions with Barcoding, Wave and Batch Picking, and Advanced Inventory and WMS Features

Best-in-class distributors understand how to turn inventory and fulfill orders fast. Efficient warehouse operations are built on technology for barcoded transactions and flexible order fulfillment strategies.

Acumatica's Warehouse Management (WMS) application and advanced wave and batch picking enable distributors to fill orders faster with less staff. Automate the pick, pack, and ship process while reducing errors, improving data accuracy, and eliminating manual data entry.

"Every time inventory is moved, the transfer is documented, which allows us to have tighter control over where the product is and how much we have, which has helped with shrinkage and quality control . . . Because we can sell in real time, we can sell with lower buffers and sell through inventory with less overstocking."

- THOMAS FINNEY, IT DIRECTOR
SHOEBACCA

View Customer Story

EMBEDDED WMS WITH BARCODING

Reduce errors and improve customer satisfaction with accurate and fast order fulfillment through barcoding and automated inventory transactions. Acumatica Distribution Edition includes a powerful WMS application and barcode printing to automate picking, packing, shipping, physical inventory counts, warehouse transfers, and put-away transactions. WMS runs on popular mobile devices, including smartphones, ruggedized scanners, and tablets.

Increase productivity with defaults to minimize data entry for preferred locations. Capture lot and serial numbers for every transaction quickly with barcodes.

Complete the fulfillment process with integration to scales and carrier shipping systems, including small parcel carriers or LTL and truckload providers.

FLEXIBLE ORDER FULFILLMENT

Distributors need configurable order fulfillment options. Create special order drop-shipments from vendors direct to your customers. Reserve inventory for customer orders with notifications when back-ordered products are received. Pick more orders with less effort with advanced wave and batch picking. Optimize your warehouse with user-defined locations, including aisle, rack, shelf, and bin locations with ABC Codes to prioritize stocking locations for fast and slow-moving items.

EXTENDED WAREHOUSE APPLICATIONS

Implement connected applications for advanced warehouse management with electronic data interchange (EDI) and additional transportation and logistics options.



EXCEED CUSTOMER EXPECTATIONS

Improve Customer Service and Satisfaction with Faster and More Accurate Orders with Online Self-Service

Studies by Bain & Company and Earl Sasser of the Harvard Business School show that a modest five percent increase in customer retention can lead to a 25% to 95% increase in profits. With so much supply chain disruption, and the growth in internet commerce, distribution customers have more options than ever before. It is not enough to meet customer needs. Distributors must exceed customer expectations to grow in today's digital economy. Discover why thousands of distributors rely on Acumatica to provide an exceptional customer experience through automation, embedded CRM, self-service applications, and other advanced features.

"Acumatica saved us time and money processing over 4,500 orders per day. Since it's cloud-based, Acumatica can support our double and triple digit growth rates."

- CHRIS NELSON, CFO
YOUNGEVITY

View Customer Story

ACCURATE, REAL-TIME INFORMATION

Manage your entire business on a single platform with connected, accurate, and real-time data to make better decisions on behalf of your customers.

Acumatica automates the quote to cash cycle from the opportunity to order fulfillment with embedded CRM, flexible order management, and automated warehouse transactions. Streamline purchasing with inventory replenishment, vendor bidding, and configurable approvals workflows. Leverage advanced capabilities for sales commissions, customer returns, inventory allocations, and matrix items.

Simplify accounting with a full suite of financial applications to track daily operations and generate financial statements. Also, Acumatica provides tools for reporting, analysis, budgeting, and planning. Native applications are available for payroll, time and expense management, and field service.

COMPETITIVE AND FLEXIBLE PRICING

Automation enables distributors to cut costs resulting in more competitive pricing. Extend your competitive advantage with flexible customer pricing, discounts, and promotions.

WORLD-CLASS CUSTOMER SERVICE

Amaze customers with exceptional service through embedded CRM with support cases and online self-service. Automated fulfillment with WMS provides faster and more accurate order fulfillment. Order history and matrix items make it easy for customer service to enter new orders faster.

DIGITALLY TRANSFORM ORDER PROCESSES

Streamline order processes with will-call orders and electronic signatures for quotes and orders. Manage omnichannel sales, returns, and exchanges in-store, online, or through the back-office ERP application.



IMPROVE DATA VISIBILITY

Open APIs Connect Data in Real-Time with Powerful Dashboards and Analytics

Data silos are common among distributors using entry-level accounting applications or legacy distribution ERP systems with limited, native functionality. Stand-alone CRM data is not available for analysis with sales orders in the ERP application. Online orders from disconnected storefronts create delays in information as orders are imported manually into the back-office system for processing and order fulfillment. One-off integrations tax IT departments with unnecessary infrastructure costs and labor for application maintenance and support.

Acumatica provides everything progressive distributors need to manage every part of their business from a single platform with low-code and no-code integration tools to consolidate real-time data from external systems.

"Almost every other ERP software charges monthly per user, which inevitably has executives trying to limit how many people really need simultaneous access. Acumatica's novel way of charging based on transactions is well-suited for future growth."

- ERIC MIZRAHI, DIRECTOR OF OPERATIONS & IT GLOBAL BEAUTY CARE

View Customer Story

COMPREHENSIVE DISTRIBUTION ERP

Third-party, bolt-on applications provide minimal integration with entry-level accounting and legacy ERP applications. Modern distribution ERP systems like Acumatica provide more functionality out-of-the-box. This alleviates the need for costly, one-off integrations. Further, all the data is connected in real-time.

EASILY CONNECT EXTERNAL DATA SOURCES

Every distribution business is unique. Harmonize enterprise data across specialized applications with open APIs for low-code or no-code integration. Use connected marketplace applications to round-out your business system bringing all data into Acumatica in real time for a single version of the truth.

CONFIGURABLE, ROLE-BASED DASHBOARDS

Monitor every part of your business in real-time with configurable, role-based dashboards and drill-downs to transaction details. Set up email and text alerts to stay on top of late orders, stock-out scenarios, and other supply chain issues. Monitor performance and establish metrics for every part of your business.

POWERFUL REPORTING AND ANALYTICS

Manage your business by exception with generic inquiries, flexible financial and operational reports, and connected Microsoft Power BI for analytics. Identify profitability by item and spot changing market trends and new customer demands.



AUTOMATE BUSINESS

Harness the Power of Artificial Intelligence and Machine Learning with Visual Process Workflows

Technology is a strategic investment for distributors. Technology enables distributors to create, process, and fulfill orders faster using templates, customer order history, matrix items, connected storefronts, and automated barcoded transactions. Modern technologies, including artificial intelligence with machine learning, provide additional benefits to improve distribution processes. Distributors must have tools to configure business processes. Complex processes require more control, while simpler processes need to be fast with flexibility.

"One of the best things about Acumatica is how customizable it is, especially the user interface. I can change screens, processes, and workflows. I can also create custom reports by connecting tables, combining tables and then generate a single table that has all the information I need."

- TAYLAN SEVIMLI, BUSINESS DEVELOPMENT MANAGER TAYSE RUGS

View Customer Story

AUTOMATE WITH ARTIFICIAL INTELLIGENCE

Smaller distributors have limited accounting resources. Artificial intelligence with machine learning enables them to process vendor payments faster with less effort. Vendor invoices received via email are identified, mapped, and converted to AP vouchers by the embedded AP automation process in Acumatica. Machine learning adapts and improves the process with minimal human interaction.

Advanced Expense Management with Automated Bank Feeds provides additional benefits through artificial intelligence. Scheduled bank feeds, and other financial transactions are downloaded and imported directly to Acumatica for processing. Artificial intelligence identifies and categorizes expenses automatically, reducing time spent by accounting staff to reconcile expense receipts and reports.

CONFIGURABLE BUSINESS PROCESS WORKFLOWS

Every distributor is unique, and there are many different workflows across the business. Some orders start with quotes in CRM, while others are captured with minimal effort from online commerce storefronts. One order may include a few items that are easily picked, packed, and shipped in a single transaction. Conversely, larger orders may be picked in waves, packed into multiple boxes, and shipped via different carriers to various locations.

Distributors must have control over business process workflows. Visual process workflows enable distributors to tailor the distribution ERP application to how they do business to serve their customers better. Define detailed workflows to control complex processes and streamline workflows for less complicated transactions.



REDUCE IT COSTS

Minimize License Fees and Infrastructure Costs with a Comprehensive Distribution Cloud ERP Application

Distributors invest heavily in technology to manage inventory to procurement and sales to accounting. Despite the availability of dozens of distribution ERP applications, few distributors find everything they need in a single application. Distribution companies augment native ERP features with third-party applications, or they fill functional gaps with specialized software.

Third-party application license fees and related training, maintenance, and support costs are significant. Further, legacy distribution ERP platforms are built on aging technology requiring substantial investments in the underlying infrastructure supporting the application.

Acumatica Distribution Edition reduces third-party application dependence with a comprehensive suite of connected business applications. The native cloud-based design and consumption-based licensing model eliminates infrastructure costs and user license fees.

Acumatica has allowed us to be a better digital business. From sales to operations, from admin to c-level executives, Acumatica allows us to have insight into data to make good decisions to grow our business in a powerful way."

- BRYAN PAPÉ, FOUNDER AND CEO, MIIR

View Customer Story

REDUCE APPLICATION LICENSE FEES

Minimize your technology stack with a distribution ERP system that includes native applications to manage all parts of your business. Acumatica provides recurring and deferred revenue, document management, CRM, project accounting, fixed assets, payroll, and other native applications. Connected commerce, point of sale, and field service extend Acumatica in specialized distribution industries with intrinsic features to manage all parts of the business on a single platform.

LOWER COSTS FOR TRAINING AND SUPPORT

Training and support cost balloons as applications are bolted on to the ERP system. ERP systems that provide more functionality out-of-the-box are easier to learn with lower associated support costs.

MINIMIZE INFRASTRUCTURE COSTS

Premise-based ERP applications are built on archaic hardware, operating systems, and databases. The supporting infrastructure has licensing fees and associated costs for maintenance and support. Conversely, cloud-based ERP applications like Acumatica eliminate infrastructure costs.

ELIMINATE USER LICENSING

Traditional ERP applications penalize distributors with user-based licensing. Acumatica is one of the few midmarket ERP applications offering modern, growth-friendly licensing on a pay-as-you-go basis. Extend the application to every employee and enable collaboration with external customers, vendors, and business partners.

ABOUT ACUMATICA DISTRIBUTION EDITION

Compete and Win with a Modern and Comprehensive Distribution ERP Application

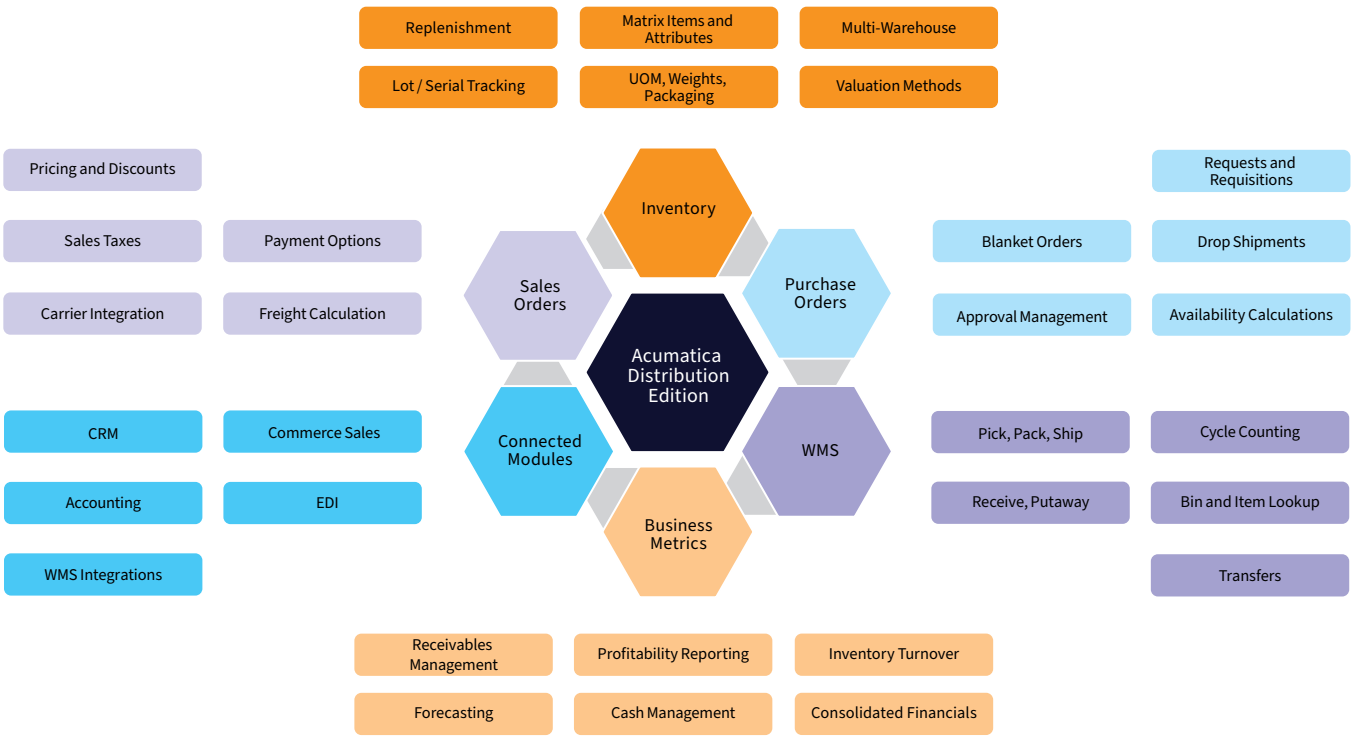
Acumatica helps distributors boost sales, automate warehouse operations, optimize inventory, and streamline purchasing. Simplify item and inventory management with matrix items, lot and serial tracking, and configurable unit of measure conversions. Boost sales with flexible pricing, promotions, and embedded CRM for marketing and sales automation. Powerful replenishment features optimize stock levels to avoid rush orders and stock-out situations with increased inventory turns and lower carrying costs. Perishable inventory management is easy with lot expiration dates for stock rotation and first-expired-first-out picking. Delight customers with inventory stock reservations, faster order processing, and streamlined order fulfillment.

Commerce, point of sale, and field service applications extend Acumatica for distributors who sell online (B2B or B2C) or provide on-site installation services. Leverage automation, workflows, and document management to connect data and processes throughout all parts of the distribution business for improved customer service, customer retention, and growth.

"Acumatica makes us professional, modern—on the cutting-edge of ERP software."

- PAT MOBILIO, OWNER, NEW ENGLAND TILE

View Customer Story



Transform Your Distribution Business with a Future-Proof ERP Platform

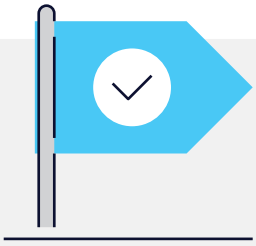
Acumatica Distribution Edition is a complete distribution ERP system with deep business and supply chain management features and unmatched product breadth. The modern, cloud-based ERP application improves data visibility, reduces IT costs, boosts distribution efficiency, and provides flexibility to enhance customer satisfaction.

Grow sales without increasing staff through powerful business intelligence and automation for optimized inventory and streamlined warehouse operations.

Acumatica Distribution Edition provides ease of use and rapid integrations to connect modern technologies, including cloud computing, big data and analytics, robotics, and the Internet of Things (IoT), for streamlined processes and meaningful insights into distribution operations.

Acumatica delivers an unparalleled experience for users and customers alike. It is built on a scalable and future-proof cloud ERP platform with open architecture backed by the best value-added reseller (VAR) network in the industry.

Acumatica Cloud ERP provides the best business and industry management solution for transforming your business to thrive in the new digital economy.



"We decided to go with Acumatica because we liked its licensing model, it was cloud-based, offered a wide variety of third-party add-ons, and also came with the ability to personalize it to the way we operate the business both now and into the future."

– MARTIN GALSTYAN, CONTROLLER AND ACTING CFO TOUGHBUILT

ABOUT ACUMATICA

Acumatica Cloud ERP provides the best business management solution for digitally resilient companies. Built for mobile and telework scenarios and easily integrated with the collaboration tools of your choice, Acumatica delivers flexibility, efficiency, and continuity of operations to growing small and midmarket organizations.

Acumatica
The Cloud ERP

Business Resilience. Delivered.

Learn more about how Acumatica can work in your business by visiting us online at www.acumatica.com.