



Digital Transformation in Wholesale Distribution

Work smarter with a single, wide-ranging digital platform

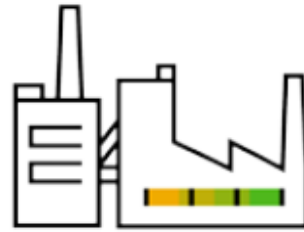


Run Better

Industry Challenges

When asked what would make their business more efficient, the majority of SMB wholesale distribution owners said they would prefer a business solution from one provider, rather than continuing to juggle apps from multiple providers. So, what's stopping distributors from upgrading their business software to a single, wide-ranging solution?

- Complex, multi-tier distribution and sales channels
- Customer relationship-building without the real-time personalization and an omnichannel marketplace
- More complex supply chain issues such as preventative controls for food allergens and sanitation
- Accurate data to identify where to expand and invest and the ability to access it on-the-go
- Shrinking margins and more competitive pricing for consumers
- Difficulty building customer relationships without the time and resources for a dedicated sales team



Today's wholesale distributors face a unique set of challenges, which require a more sophisticated infrastructure



Embracing technology in the wholesale distribution industry

If your small-to-midsize business is pouring every ounce of energy into keeping your inventory up-to-date, managing orders, and staying on top of customer service issues – while barely even touching the true potential of social media, digital marketing, and multi-channel selling – you aren't leveraging the right technologies.



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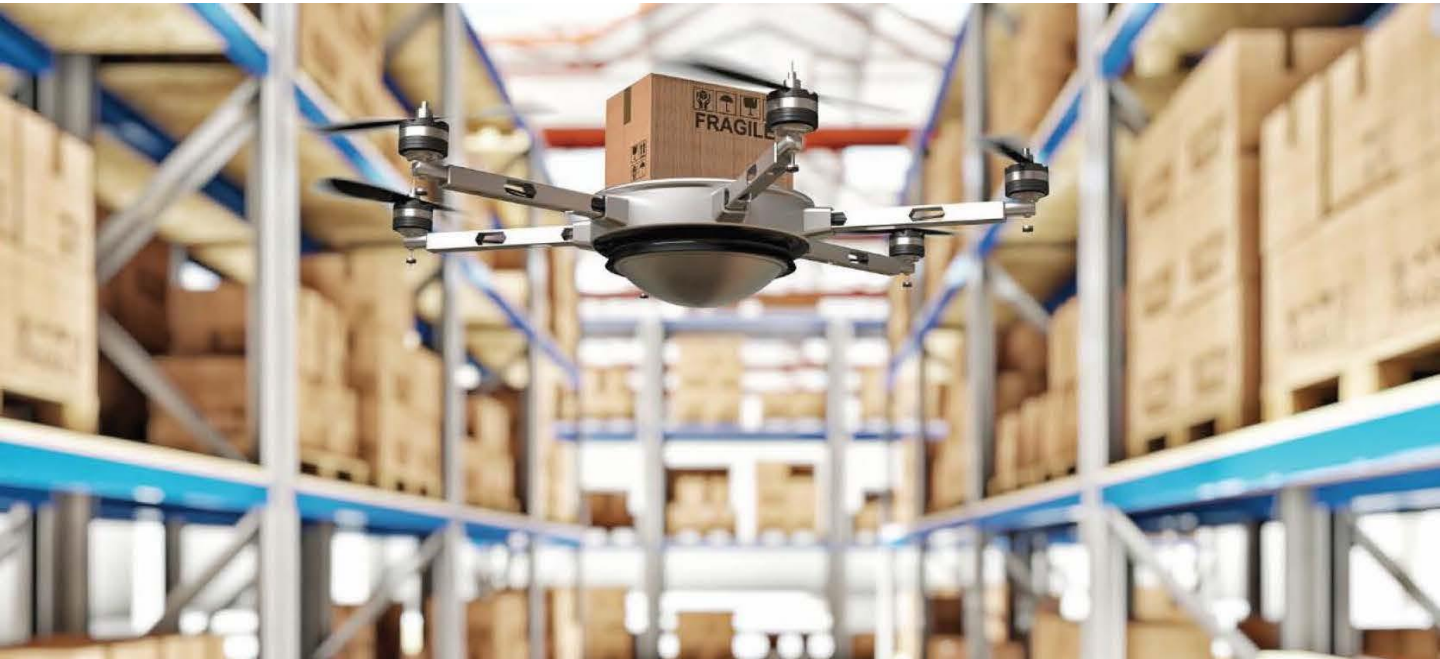
Many business owners still assume it's too expensive or too difficult to move to an all-in-one solution that gives them the ability to do business on-the-go, with accurate, real-time data.

The reality is, with today's technologies, an intuitive, easy-to-use, powerful business solution is in fact accessible, affordable, and could be up and running and helping your business grow in a matter of weeks.

When you can manage your entire front-end from one dashboard, you've got the power to excel. Why struggle when you can take your business further?

According to a study conducted by IDC, 73 percent of SMBs agree that one of the biggest threats out there will come from "competitors making better use of customer data, analytics, and engagement." So, instead of waiting for your competitors to leverage today's technology to run their wholesale business, why not be the one that raises the bar for quality of service, customer experience, and unbeatable sales?

Nixla Anywhere is your solution for sustainable growth



An affordable, flexible solution

In today's tight margin environment, you don't need a cost-prohibitive SaaS solution. You need something that can easily fit within your budget. You can get all the functionality your business needs at a low subscription fee. We offer affordable subscription plans that revolve around your needs and your budget. Choose the payment plan that suits your business. Change it as you grow.

"We identified a great advantage of Nixla Anywhere to help grow the business without an extreme annual expense and without a guessing game as to what the year-over-year price is going to be."

Customer comment

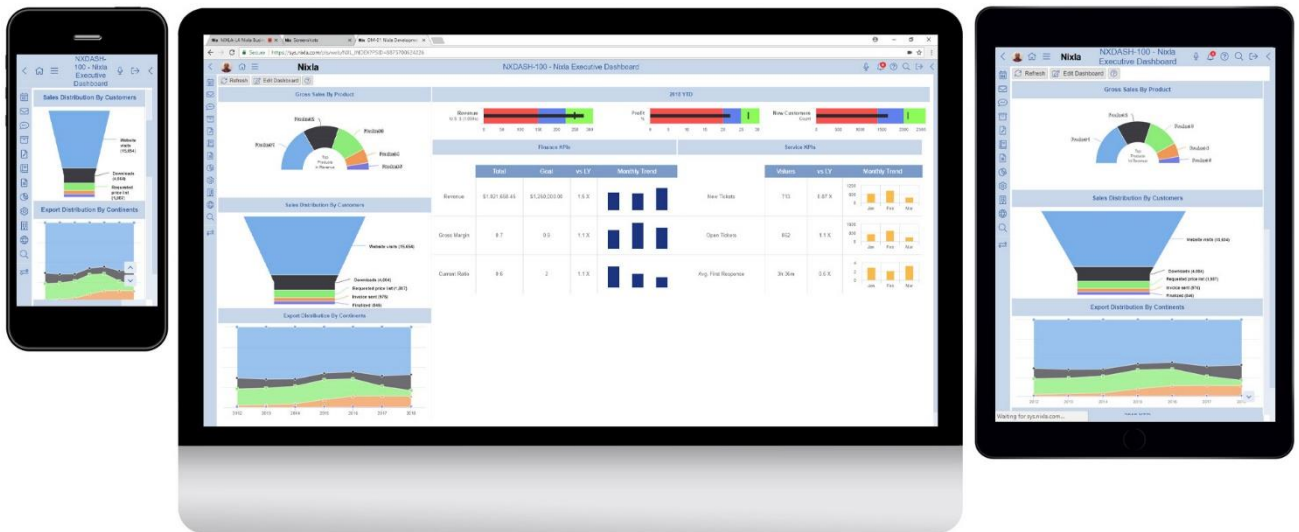


What's the number one initiative for SMBs today? According to Forrester, it's not better products. It isn't the customer. Rather, it's to find a way to reduce costs. Our goal isn't to drain the life out of your thriving business by charging hefty subscription fees every time you want to expand your business – and your business software. We want to be there for you, to make the process as seamless as possible

We Make it Easy

If you're concerned about the time and capital you'll have to invest just to upgrade your current architecture, you're not alone. Wholesale distribution companies face unique challenges. Slowing down or not being able to 'deliver the goods' can result in lost business and frustrated supply chain partners. We're not here to slow you down. Nixla works with over 1,000 customers, providing a comprehensive, front-office solution that can be up and running in weeks. That's right – you'll have all your front-office operations ready to go in one neat, tidy package. You'll be able to manage your multi-channel e-commerce, inventory, orders, marketing, and customer service from any device, wherever you are.

With our **front-office solution**,
you can be up and running in weeks



A comprehensive package so you have everything you need

Depending on the nature of your products, the expectations of your customers, and the workflows of your business, what you need out of your cloud-based solution isn't the same as everyone else. We make sure you have everything you need to deliver a more personalized customer experience and to increase sales.

From inventory management, and multi-channel sales, to customer experience, digital marketing, and analytics, Nixla Anywhere provides everything you need in one place.

Be ready for **Anything**

Nixla Anywhere has a finely-tuned system for improving business for our wholesale distribution customers. It starts with a solid architecture and the ability to clearly view sales, inventory, and customer history from one place – giving you the insights you need to make better business decisions and craft informed marketing strategies. And it continues with the ability to provide a real-time, omnichannel experience for your customers from anywhere, anytime.

Inventory

- Give your customers real-time, accurate views of your inventory so you never miss a sale
- Manage your inventory from any device, getting a real-time, accurate assessment, instantly
- Enjoy top-notch product tracking
- Manage goods receipts, issues, and inventory transfers easily

Multi-channel sales

- Capture leads where they are: on social media, browsing your site, or even in stores to boost your conversion rates
- Monitor all active sales with Pipeline Manager, giving you at-a-glance insight into any potential problems as well as golden opportunities
- Manage sales from your website on-the-go
- Get a single, dynamic view of your customers with the Customer 360 dashboard, including order history, returns, and alerts on open orders

Customer experience

- Track your customer interactions so you can deliver best-in-class service with every sale or deal
- Enable customers to create a service case or receive status updates
- Get common questions easily answered with the shared knowledge base

Digital marketing

- Attract customers with your professional online presence
- Allow your customers to interact with your business on any device via responsive websites
- Sell across multiple channels effortlessly, including Amazon and eBay
- Send out targeted email marketing campaigns

Analytics

- View all your valuable data on one dashboard
- Recognize problems and opportunities quickly
- Use real-time data to inform your business and marketing plans

Be there for your Customers and they'll be there for you

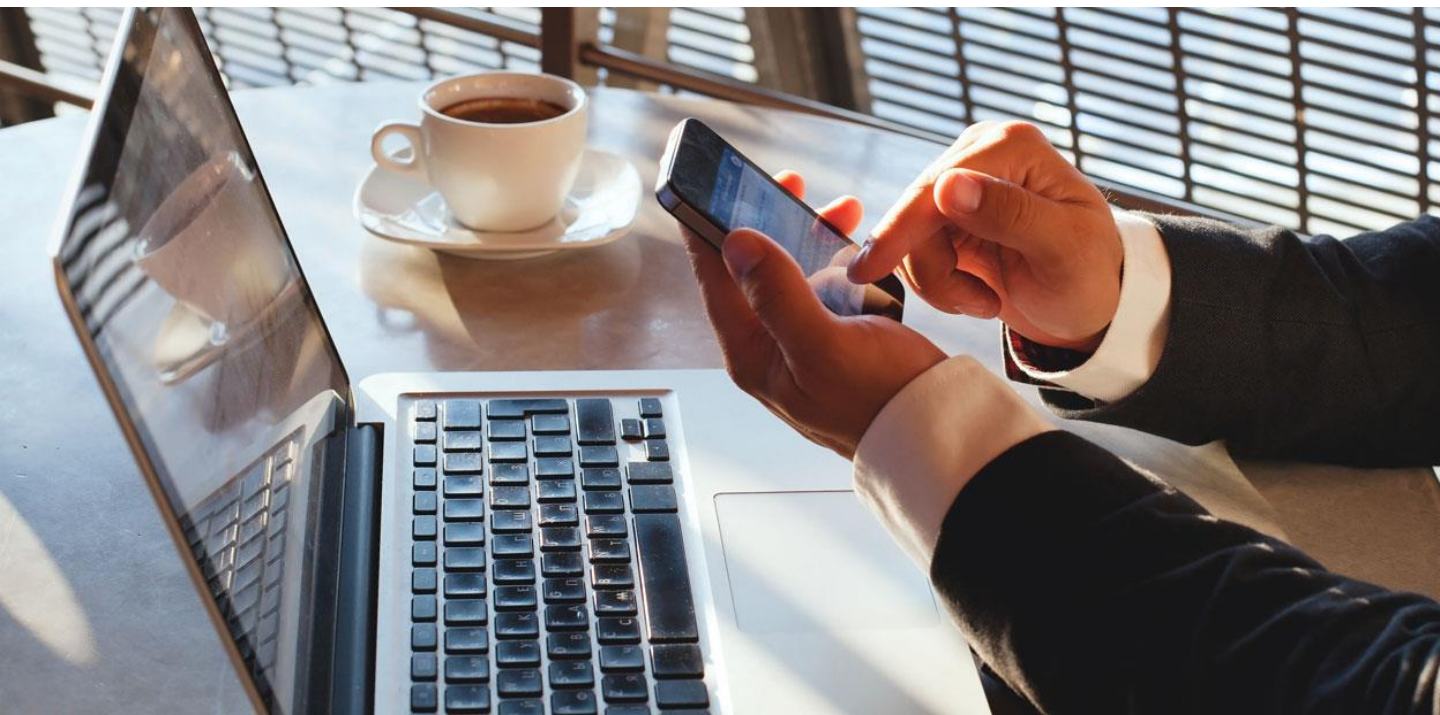
When asked about their priorities, more than half of small-to-midsize businesses surveyed cited revenue growth as central to their business goals. Businesses need to increase sales in order to compete and grow.

What may come as a surprise, however, is over one-third of SMBs cited customer loyalty as a top business priority. Yet, it costs far less to retain old customers than it does to convert a new one. Customer retention is one of the best ways to boost revenue!

The customers that have been stocking your products on their shelves for years are the ones who have made your business possible. When you have the capabilities of a powerful, anywhere, anytime software solution, you can offer these loyal customers the experience they want and need to support their businesses.

Nixla Anywhere empowers you to do more for your loyal customers. When your CRM, marketing, sales, order management, inventory, and customer service capabilities are handled on one comprehensive platform, you can stop wasting time on repetitive tasks and spend more time doing the important ones – engaging with your customers, taking advantage of opportunities, and growing your business.

Why continue with outdated, expensive processes when you can work intelligently with a flexible, affordable, powerful system? Technological innovations are what have pressured your wholesale distribution company to change. Now leverage the power of technology to transform what your business can do.



Nixla Inc

www.nixla.com