



Transform Wholesale Distribution with **Nixla**

Work smarter with a single, wide-ranging digital platform

Nixla

Business
on
Cloud

Run Better

What does digital transformation mean for the wholesale distribution industry?

Distributors must reinvent themselves from a warehouse of products for serving demand to information-centric companies that utilize new business models to gain competitive advantage. It will no longer be possible to survive by simply breaking bulk and having great, legacy customer relationships. The time to digitally transform is now.

For years, wholesale distributors have been striving for operational efficiency, especially in supply chain management processes. It continues to be vital, but in today's climate, efficiency needs to be extended to all business operations. Distributors should closely examine optimization and simplicity as they relate to delivering premium, consistent customer service.

Look to change or eliminate fundamental business processes to dramatically change the way you can do business. Move from being reactive and slow, to agile, proactive, and insight driven.

Step-change improvements to existing processes based on real-time information gives distributors the ability to make the right decisions and drive immediate impact.

This platform requires an IT architecture that provides both stability and long-term reliability for core enterprise processes, and, at the same time, allows for flexibility in areas where change is happening on a constant basis. The digital core is the foundation for the core processes that need to run consistently and flexibly. It provides uninterrupted, real-time transactions and analytics and the ability to work proactively.

Nixla was specifically developed to represent the digital core. It provides wholesale distribution firms with a proven framework to attain operational excellence, specifically across order management and inventory management processes.

Be ready for new Business Experiences

Nixla 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.

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

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

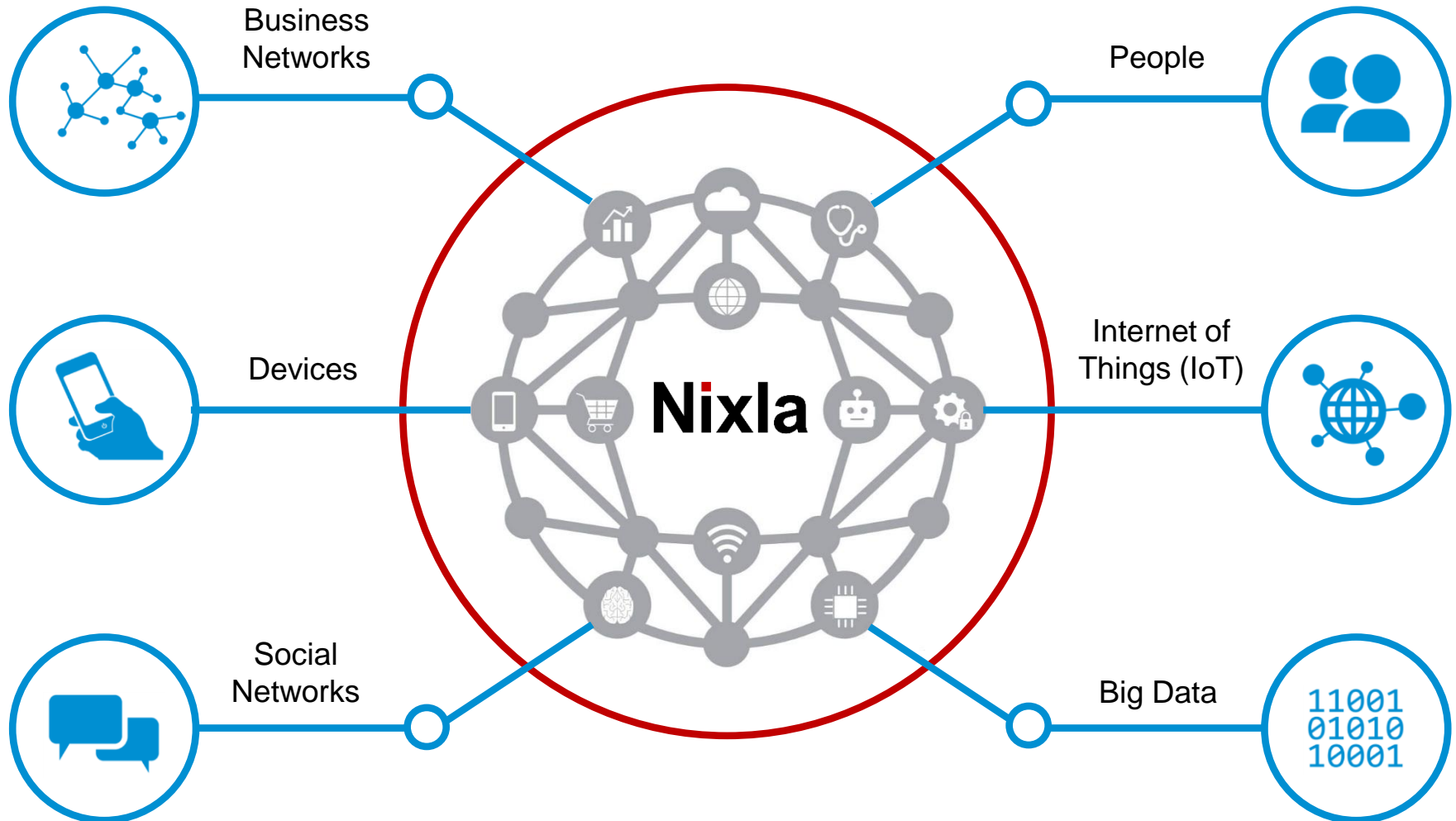
Multi-channel Sales

- 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

Analytics

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

Nixla, the next generation business suite



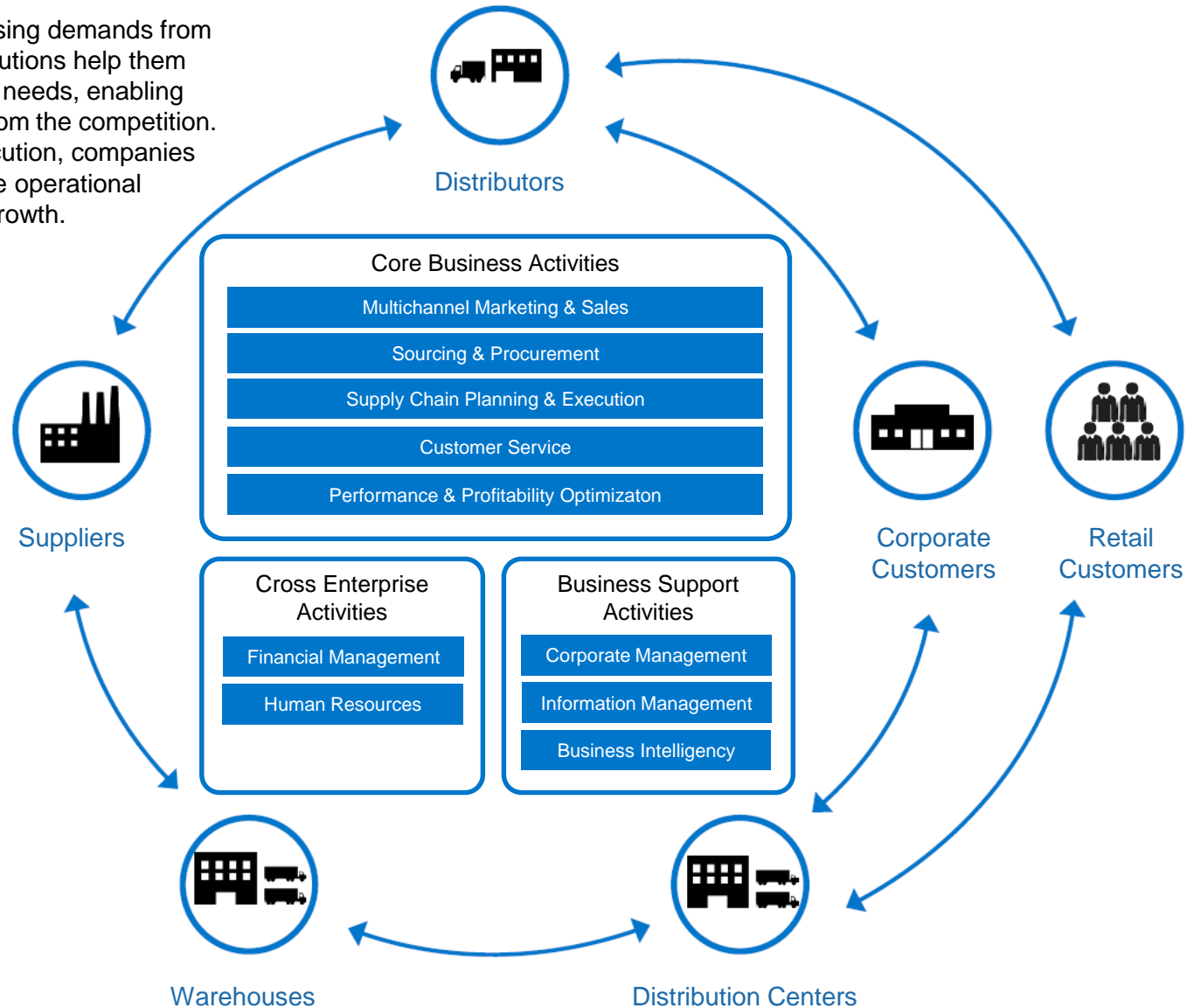
Nixla for Wholesale Distribution

Profitable growth

Wholesale distributors face increasing demands from customers and suppliers. Nixla solutions help them understand customer and supplier needs, enabling them to differentiate themselves from the competition. With new insight and efficient execution, companies can improve cash flow and achieve operational excellence to maintain profitable growth.

Nixla solution portfolio to:

- Trim costs, gain efficiencies, and drive higher employee and asset productivity
- Make better decisions based on real-time information, strategic insight, and enterprise-wide visibility
- Break down the silos that exist within the enterprise as well as extend themselves beyond their company's four walls to collaborate with trading partners and drive business value for all
- Drive profitable growth and increase shareholder value



Nixla Wholesale Distribution Portfolio

Core Business Activities

Multichannel Marketing & Sales

- Agile Marketing
- Omnichannel Commerce
- Collaborative Sales Force Automation
- Collaborative Quote to Cash
- Selling Through Contact Centers

Sourcing & Procurement

- Sourcing
- Supplier Relationship Management
- Procurement Management

Supply Chain Planning & Execution

- Demand Management
- Sales, Inventory, and Operations Planning
- Response and Supply Management
- Warehouse Management
- Transportation Management

Customer Service

- Omnichannel Customer Support
- Customer Self-Service
- Customer Financials Management
- Professional Services Engagement
- Field Service Management
- Maintenance, Repair and Overhaul
- Service Parts Management
- Warranty & Claims Management

Performance & Profitability Optimization

- Customer Insight and Segmentation
- Procurement Insight
- Logistics Network
- Cost Recovery and Rebates

A society in transition, an
industry ready to bloom
Nixla is ready, are you?

Nixla Inc

www.nixla.com