

White Paper

Why wholesalers should integrate with simPRO

Moving your customers to an eCommerce environment

In the past wholesale organisations required significant capital expenditure to set up bricks and mortar locations. If you add to that the high cost of stocking inventory across multiple branches, each with a traditional shop front, the expenses would soon escalate.

Nowadays, large online retail organisations such as Amazon, are looking to expand into the wholesale market which will inevitably require the supply industry to look at new ways of doing business. This low cost model of online retail organisations and their centralised distribution allows new suppliers to operate at a much lower price point.

To date there have been numerous attempts by the supply industry to move their customer base to an eCommerce environment. The results have been varied to say the least.

Unfortunately, the key reason contractors should use an online portal has never been addressed successfully.

The challenge is, how do you move your customers to an eCommerce environment without closing the loop on your existing customer base? All while attempting to mitigate the threat of them looking elsewhere.

The contracting industry has undergone a massive change over the last ten years. The majority of these businesses have either implemented or are in the process of implementing job management solutions. By integrating your existing system with theirs, you're automatically creating an eCommerce environment.

The team at simPRO have created a supplier-ready API and framework to assist you in delivering the following benefits to your customers and business.

Build better relationships with your customers

- Live pricing
- Optional live inventory and live invoicing
- Reduced data entry costs - orders go directly into your system
- Reduced phone calls on day-to-day pricing
- Option to display specials
- Live order tracking
- Option to move to a centralised distribution model

What if your customers do not have a job management solution?

- By partnering with simPRO you'll receive one single license for the duration of your NECA membership for our entry level product, simPRO Service, complete with your catalogue readily loaded.
- This is a significant value-add for customers, giving them the software required to begin streamlining their operations and digital access to your stock ready for purchasing.
- It reduces risk. Contractors using job management software traditionally run smarter operations and are focused on efficiency. They deliver larger profits, enabling them to pay their bills on time.