



Better Data, Better Distribution: A Consumer Packaged Goods Distributors Guide to Becoming a Data-Driven Business

“Companies are starting to recognize that the vast amounts of data generated from products and daily operations can be turned into insight, making for a significant competitive advantage. This advantage comes from analyzing the data and rapidly turning it into actionable information, identifying inefficiencies and driving improvements across operations.”

Tracy Woo
Aberdeen Research Analyst

Leading Distributors are
46% more likely
to have real-time data sharing and
collaboration across departments.



DESTROY DATA SILOS FOR BETTER DISTRIBUTION

As you are well aware, it takes a lot of moving parts to get keep a CPG Distribution business moving forward. Whether it's your financial, inventory management, warehouse, sales, or quality assurance staff, every action your team members take generates data and that data affects your ability to speed products from supplier to the store shelf and meet the demands of your retail customers and consumers.

Disconnected systems that silo data in departments or locations cripple your organization's ability to make fast, educated decisions which, in turn, makes it harder for you to meet your business challenges like audit compliance, low profit margins, intense competition, and high customer-service expectations.

To combat these challenges and gain data visibility across functional areas of the business, leading CPG Distributors are moving to modern, integrated ERP solutions that connect their operations and provide more accurate, actionable data.

Why Integrated ERP for Distribution?



Although historically thought of as primarily financial management solutions, modern ERP systems are truly enterprise-wide solutions that integrate data from all functional areas to enable you to embrace your business complexities and adapt your capabilities to become data driven.

Companies with Modern ERP Solutions Outpace their Competition on Outdated Systems

Keep reading to discover FOUR ways that ERP delivers better data to drive your business success.



40%

MORE LIKELY TO MONITOR REGULATORY COMPLIANCE



30%

MORE LIKELY TO HAVE STANDARDIZED PROCESSES FOR ORDER MANAGEMENT AND DELIVERY / FULFILLMENT



20%

MORE LIKELY TO HAVE DEMAND PLANNING AND FORECASTING CAPABILITIES



10%

MORE LIKELY TO TRACE COMPONENTS AND ITEMS THROUGHOUT SUPPLY CHAIN

01 Seamless Supply Processes



The best supplier relationships are those that are efficient on both the side of the vendor and the recipient – in this case, your business! With sales, inventory, and forecasting data available at your fingertips, you can automate your procurement processes and enhance your supplier relationships.

Supply needs go beyond the inventory that you distribute. A modern ERP solution will allow people to request purchases needed to run the business and be personally productive while maintaining control with the necessary approvals, process steps and accounting.



INDUSTRY LEADERS ARE

79%

MORE LIKELY TO BE
ABLE TO DEMAND PLAN AND
FORECAST ACCURATELY – AN
ESSENTIAL SKILL FOR
KEEPING COSTS LOW.

 **Maner
Costerisan**

When it comes to ordering your inventory, integrated purchasing, sales and inventory data can be leveraged so that your ERP system can generate a suggested purchase order, with order point or minimum/maximum settings that determine quantities needed. This data-driven functionality is a huge time-saver for your purchasing department and can help avoid errors.

Build lasting vendor relationships and manage commitments with automated purchasing and approval processes, flexible extended pricing, and blanket purchase order functionality.

The capacity to receive and track partial shipments with discounts, landed costs and prepayments will empower you to better manage your purchasing and receiving process. Being well-armed with data enables tolerance handling, giving you the ability to receive items within a threshold percent of the purchase order for more flexible receiving and better purchasing management.

02

Imperative Inventory Insights

As a distributor, inventory management is the lifeblood of your business.

A modern ERP solution will empower you to monitor inventory stock levels and costs, providing you with the key data to set prices on a customer-by-customer basis to stay competitive, speed fulfillment, and build loyalty.

Inventory control functionality within an integrated ERP system provides multiple costing methods, tiered pricing, alternate vendors, serial/lot tracking for more efficient sales.

Make sure that the data that your system is tracking is as granular as you need it to be. You can gain added flexibility and more accurate inventory data by tracking multiple locations and bins with tracking reason codes for transfers and cycle counts.

Connected inventory and financial data enables you monitor and update the true cost associated with an inventory item and then automatically assign or modify costs as items are received.



03

Streamlined Processes for Sales Efficiencies

Your sales order process relies upon inventory, financial, and customer data.

By leveraging integrated tools to automate sales ordering processing, you can improve customer service, increase control over fulfillment and invoicing, and minimize shipping and labor costs.

This first step is knowing what is available to promise. ERP tools help ensure the right inventory is available at the right time to meet customer needs, make firm delivery promises, and boost profitability by being able to predict when inventory is available. This functionality uses purchasing, inventory and sales data to determine when inventory will be available to sell.

Take your SOP to the next level with the ability to track quotes, orders, back orders, invoices and allow discounts per item and partial shipments. Enable quicker sales with suggested items that offer upsell opportunities and substitutions for items that out of stock.

A direct view into inventory data empowers you to see when particular inventory items need to be moved quickly and enables you to implement date-sensitive functionality for sales and promotions.

You can also leverage customer data to provide a flexible pricing strategy that uses unlimited price lists, price-banding, cost uplift pricing, or quantity break pricing.

05 Data Driven Delivery

The final step to data-driven business success for distributors is enhanced delivery practices. This starts with increased visibility and tracking for the pick, pack and shipping process.

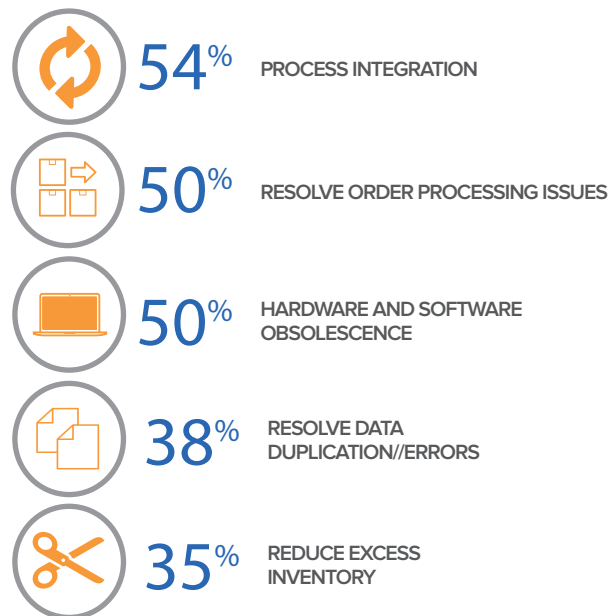
Modern ERP solutions leverage business process data to tailor picking routines to meet individual site's business requirements, bin or bay sequence, or method of operation.

This provides organizations with the flexibility needed to lower overhead, reduce handling, and improve accuracy for both single and multi-site warehouse operations.

Integrated bar code technologies and radio frequency identification (RFID) provide you better data, faster and empower you to plan and automate delivery schedules while gaining greater insight into the supply chain. Support for Automated Data Collection sales systems can help you nearly eliminate comprehensive inventory counts, lower the inventory required to service customers, pull customer orders in a fraction of the time typically required, and comply with changing customer demand.



WHY BUSINESSES ADOPT ERP SOFTWARE



ERP Data Delivers Leading Results

According to Supply Chain Analyst, Bryan Ball, “Leading distributors are more likely to have implemented a series of capabilities that improve their ability to make decisions as well as work with customers and suppliers. Leaders are more likely to be able to share data with both customers and suppliers. This improves service, reduces costs, and increases margins.”

In order to succeed, distributors should prioritize the following criteria when selecting an ERP:

- **Support for Customer Interactions**
- **Improved analytical capabilities**
- **Operational flexibility**



**“FOR THE PRICE AND THE
FEATURE SET AVAILABLE,
THERE REALLY IS NO BETTER
BUSINESS MANAGEMENT
SYSTEM THAN MICROSOFT
DYNAMICS GP.”**

**– CHRIS WITZGALL
VP OF INFORMATION SERVICES FOR
G&J PEPSI-COLA BOTTLERS**



Maner Costerisan specializes in helping small and mid-sized organizations select, configure and implement industry leading Financial Accounting (ERP) solutions. Vision, speed and accuracy are the keys to organizational success. Maner Costerisan understands these principles and has provided them to clients for over 100 years.

As a CPA firm, we understand the importance of customer service. We are a professional services firm first and foremost and our focus is on the well being and business success of our clients. With a highly satisfied client base of over 250 software clients, Maner Costerisan is the premiere provider of ERP software solutions to mid-market distributors in the Great Lakes region.

If you are exploring the latest cloud capabilities for your business, we can help you look at what fits your business and budget and transition your technology to a cost-effective cloud environment. We can also build fully integrated Microsoft-based business systems including Microsoft Dynamics GP, Microsoft Dynamics CRM, Microsoft SharePoint and SQL Server.

To provide our customers with the most knowledgeable service and support team, Maner Costerisan staff consists of CPAs, programmers and former CFOs and CEOs. We are committed to put our customers first and will give you options and unbiased recommendations so you can get the most out of your business software and systems.

517.323-7500 | manercpa.com