

To reimagine business models, distributors focus on **four strategic priorities** that require new business capabilities.

In the experience economy, **wholesale distribution companies** need to reimagine business models and business processes to find new revenue and profit sources by:

- Reinventing the business from a warehouse of products fulfilling demand to an information-centric company that uses customer feedback and new business models to gain competitive advantage
- Addressing operational inefficiencies proactively and impacting bottom-line results while becoming easier to engage in business

	Supply chain planning	Procurement	Supply chain execution	Marketing and sales	Service	Human resources	Finance
Value-added services distributor	<ul style="list-style-type: none"> Improve efficiency, automation, and replenishment Create new, product-as-a-service business models Connect IoT devices with business processes and back-end systems in real time 	<ul style="list-style-type: none"> Handle customer requests for nonstock items quickly and efficiently Maintain a unified vendor data model that provides a single accurate record for each supplier 	<ul style="list-style-type: none"> Optimize customer service levels and track inventory end to end with enhanced logistics 	<ul style="list-style-type: none"> Streamline marketing operations by giving employees insight to understand customer needs Enable faster selling by dynamically configuring and bundling complex offers Boost delivery performance with embedded logic that automatically matches supply of an ordered item with demand 	<ul style="list-style-type: none"> Provide on-demand field service management to enable faster service, improve service efficiency, and boost customer satisfaction Manage light production, kitting, and subcontracting to support high-quality, value-added product services Streamline service-parts fulfillment processes Analyze performance of assets, optimize maintenance strategies, and secure asset information 	<ul style="list-style-type: none"> Align employee performance and goals for an engaged, high-performing workforce Procure and manage contingent labor and services Assess and forecast skill gaps 	<ul style="list-style-type: none"> Identify the most profitable customers, products, and channels to make more-informed decisions
"Anything, anywhere, anytime" distributor	<ul style="list-style-type: none"> Reduce operational costs, increase revenue and customer satisfaction by optimizing device availability, utilization, and replenishment of goods for inventory at customer locations Extend your digital ecosystem by connecting smart devices to core business processes and back-end systems Enable proactive decision-making for materials requirements planning in response to changing demand 	<ul style="list-style-type: none"> Purchase smarter and meet vendor requirements by optimizing orders using load build functionality Gain the visibility you need to continuously evaluate the right mix of suppliers to best serve your customers' requirements 	<ul style="list-style-type: none"> Manage transportation requirements by planning, optimizing, tendering, and settling freight; booking carriers; and managing forwarding orders Comply with international trade and hazardous goods requirements Automate warehouse and distribution operations Perform allocation management, order promising, replenishment, and deployment 	<ul style="list-style-type: none"> Become the go-to entity in an area by extending the product portfolio and providing a specialized marketplace Deliver the right order – right on schedule – by collaborating enterprise-wide in real time Prioritize customers through business rules for back-order processing Draw insights from customers at every touch point to make data-driven decisions to increase loyalty 	<ul style="list-style-type: none"> Engage customers on their buying journeys through omnichannel communications and service Provide extensive self-service features to the digital-savvy customer Solve customer issues in one interaction Drive customer feedback to issue resolution in no time 	<ul style="list-style-type: none"> Engage candidates to attract the best talent 	<ul style="list-style-type: none"> Get detailed, instant insight into product costs and margins to maintain a profitable product portfolio Improve service by empowering customers with a payment portal and e-billing Improve revenue and avoid defaults with real-time credit evaluation and management
Solution-oriented distributor	<ul style="list-style-type: none"> Reduce total logistics costs by leveraging predictive insights to eliminate stock-outs Collect and rationalize internal branch-stocking requests and external customer demand streams, detect patterns, and intelligently sense, adjust, and analyze demand plans 	<ul style="list-style-type: none"> Collaborate on fulfillment of orders, change orders, confirmations, cancellations, advance shipping notices, and related notifications Support automated and manual processes for managing contracts, source lists, purchase information records, quotations, and requests for quotations 	<ul style="list-style-type: none"> Protect business interests by committing orders in batch mode in back-order processing according to priorities Meet delivery commitments by integrating order scheduling, promising, and execution in real time 	<ul style="list-style-type: none"> React quickly to opportunities with real-time market and performance insights Move to new ways of selling, including bidding with complex bills of materials combining products and services Enable new consumption-based business models 	<ul style="list-style-type: none"> Provide detailed product information and a single customer view to an expert team Bring company experts together to solve customer requests Increase collaboration among internal and external teams for collaborative project work Plan and monitor projects integrated with logistic and financial processes 	<ul style="list-style-type: none"> Design and manage an agile organizational structure for successful business execution Develop plans for a diverse and skilled workforce that leads business into the future 	<ul style="list-style-type: none"> Align product costs and quotations with strategic targets
Empowering the modern employee	<ul style="list-style-type: none"> Improve collaboration between sales, marketing, and demand-planning teams Obtain deeper insights into demand with robust statistical algorithms 	<ul style="list-style-type: none"> Improve decision-making for inventory planners with data-driven machine learning tools embedded in daily purchasing tasks Collaborate to resolve invoice exceptions automatically by using a cloud-based business network 	<ul style="list-style-type: none"> Improve customer satisfaction by using real-time inventory information to provide accurate order commitment dates while protecting companies' business priorities and profitability goals 	<ul style="list-style-type: none"> Provide internal sales with relevant insights, contacts, and collaboration Enable focus on leads with the highest propensity to convert them to customers Use data for quick and accurate insights on incentive programs 	<ul style="list-style-type: none"> Reduce repetitive tasks with automated dispatching and ticket handling Provide full transparency and a detailed overview into service performance Use customer service bots so service agents can focus on more-complex customer inquiries 	<ul style="list-style-type: none"> Engage people and streamline HR processes for added efficiency Speed time to productivity of new hires and internal transfers Use data to understand what is driving internal process efficiency and employee satisfaction 	<ul style="list-style-type: none"> Support financial and operational decision-making with software analytics Provide support for the planning, execution, monitoring, and analysis of period-end closing tasks Manage accounts payable and accounts receivable processes in a highly efficient way

Typical business benefits*	Supply chain planning	Procurement	Supply chain execution	Marketing and sales	Service	Human resources	Finance
<ul style="list-style-type: none"> Cost due to stock-outs: -20%–25% Supply chain planning: -3%–5% 	<ul style="list-style-type: none"> On-time delivery: +10%–30% Inventory levels: -25%–30% 	<ul style="list-style-type: none"> Order fulfillment issue resolution: -50% Days in inventory: -10%–12% Total logistics cost: -10%–12% 	<ul style="list-style-type: none"> Customer satisfaction: +10%–20% Qualified sales leads closed annually: +20%–26% 	<ul style="list-style-type: none"> Contact center agent utilization rate: +6%–9% 	<ul style="list-style-type: none"> Employee turnover: -28% Revenue per employee: +56% 	<ul style="list-style-type: none"> Total logistics cost: -10%–12% 	

Experience	qualtrics	customer experience	product experience	brand experience	employee experience
Intelligence	Analytics: Augmented business intelligence	Data-driven insights	Collaborative planning	Predictive analytics	Data warehousing
	Intelligent technologies: Data pipelining	Data virtualization	Data governance	Storage and processing	Connection management
	Database and data management: Application development and integration: Integration suite		Intelligent robotic process automation	Conversational AI	Enterprise extensions
					Internet of Things, cloud and edge
					Metadata management
					Digital experience

	Operations	Business areas	Supply chain planning	Procurement	Supply chain execution	Marketing and sales	Service	Human resources	Finance
SAP S/4HANA®	<ul style="list-style-type: none"> Live material requirements planning Production planning (kitting) 	<ul style="list-style-type: none"> Operational purchasing Collaborative sourcing and contract management Invoice and payables management Supplier management Procurement analytics 	<ul style="list-style-type: none"> Real-time inventory management Basic warehouse management Basic shipping Available to promise 	<ul style="list-style-type: none"> Order and contract management Sales and solution billing 	<ul style="list-style-type: none"> Returns and refund management Service core 	<ul style="list-style-type: none"> Time recording 	<ul style="list-style-type: none"> Core accounting Cost management and profitability analysis Basic financial operations 		
	<ul style="list-style-type: none"> Extended planning 		<ul style="list-style-type: none"> Extended warehouse management Transportation management Advanced available to promise 	<ul style="list-style-type: none"> Cost recovery and rebates Pricing administration 			<ul style="list-style-type: none"> Financial planning and analysis Accounting and financial close Treasury management Accounts receivables and payables and invoices Commodity management Governance, risk, and compliance 		
Business areas	<ul style="list-style-type: none"> Integrated business planning: <ul style="list-style-type: none"> Sales, inventory, and operations planning Demand sensing and planning Response and supply orchestration Supplier network collaboration 	<ul style="list-style-type: none"> Strategic sourcing and supplier collaboration Business network Guided end-user buying 	<ul style="list-style-type: none"> Global batch traceability 	<ul style="list-style-type: none"> Marketing cloud Commerce cloud Sales cloud 	<ul style="list-style-type: none"> Cloud solutions for customer service teams and field technicians 	<ul style="list-style-type: none"> Core human resources and payroll Time and attendance management Human capital analytics Talent management 	<ul style="list-style-type: none"> Governance, risk, and compliance Financial services network Digital payments add-on 		
		SAP Ariba				SAP Concur	SAP Fieldglass	SAP SuccessFactors	SAP Ariba