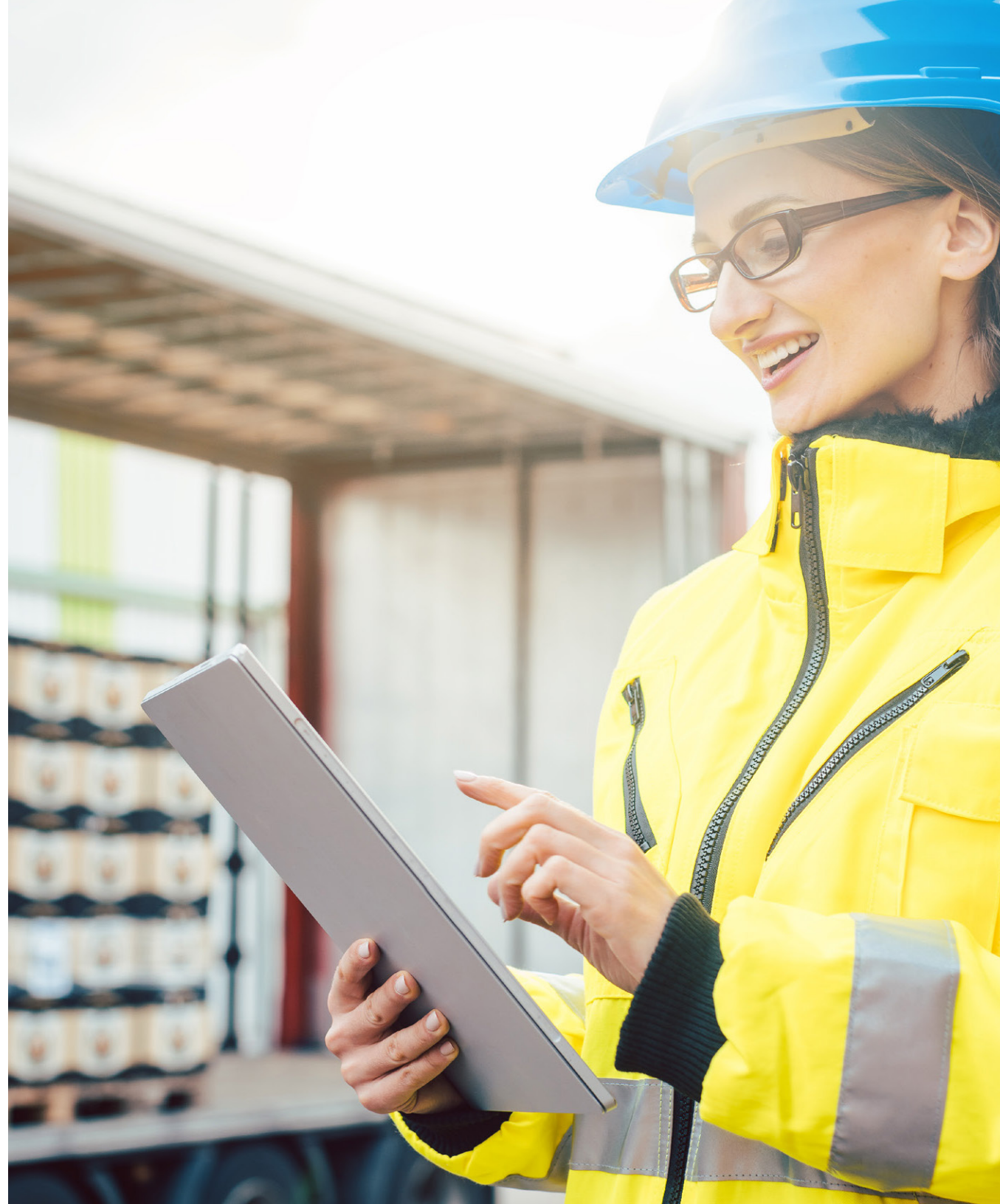




# Wholesale & Distribution

Simplify and improve the way you work  
with your customers and suppliers

Whitepaper



# Game Changers in the Wholesale Distribution Industry

In today's marketplace, wholesalers and distributors truly realize that digital transformation is key to their competitiveness.

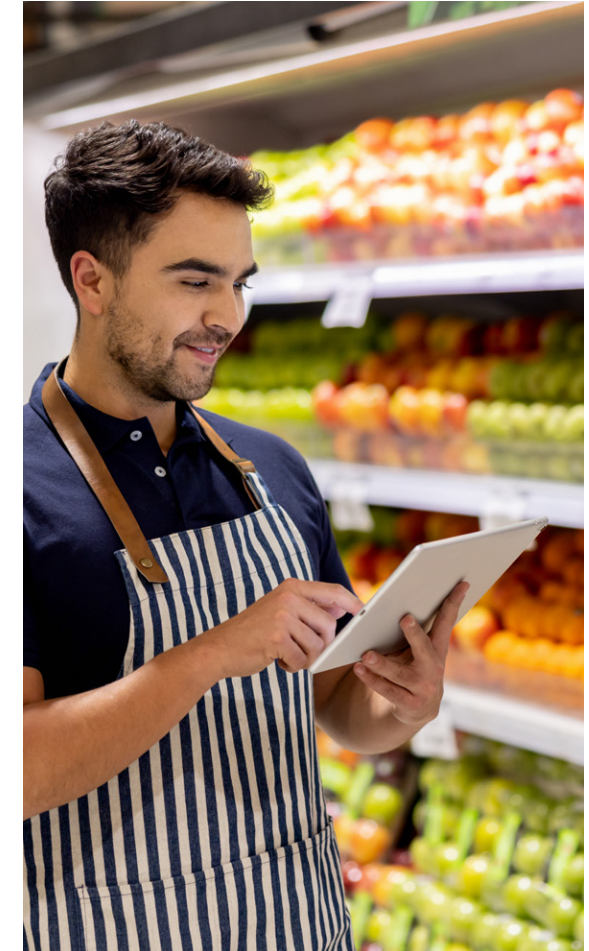
## The state of wholesale and distribution

- Increased competition: globalization means more players in the wholesale and distribution industry, more products to choose from, with attractive pricing and additional delivery options
- Higher expectations from customers:
  - Personalized and real time e-commerce services to facilitate the buying experience
  - Wider range of products with a shorter delivery time
  - Transparency, traceability of goods and trust along the entire supply chain
  - Integrity and visibility of the reverse supply chain

## The digital transformation journey

The best and most efficient approach is a phased and step-by-step transformation:

1. Optimizing existing operations and activities with a robust and scalable digital core to enhance processes efficiency and transparency
2. Connecting current operations and processes to their physical world (goods, warehouses, etc.)
3. Leveraging real time and centralized data for new service-driven revenue streams



## Strategic Drivers

**Complete  
Transparency**

**Connected  
Supply Chain**

**Delivering Value-  
Added Services**

**Customer Loyalty  
and Trust**

**Fast Delivery  
Services**

# SAP for the Wholesale and Distribution Industry

SAP provides an integrated suite of applications, intelligent technologies, and a digital platform for wholesalers and distributors:

## Supply Chain Execution

- Order Promising
- Track & Trace and Logistics Networks
- Transportation Management
- Warehouse Management
- Yard Logistics

## Procurement

- Cost Recovery and Rebates
- External Workforce Management
- Invoice and Payables Management
- Operational Procurement
- Procurement Analytics
- Services Procurement
- Sourcing and Contract Management
- Supplier Collaboration
- Supplier Management

## Supply Chain Planning

- Demand Management and Insights
- Response and Supply Planning
- Sales, Inventory, and Operations Planning

## Marketing and Sales

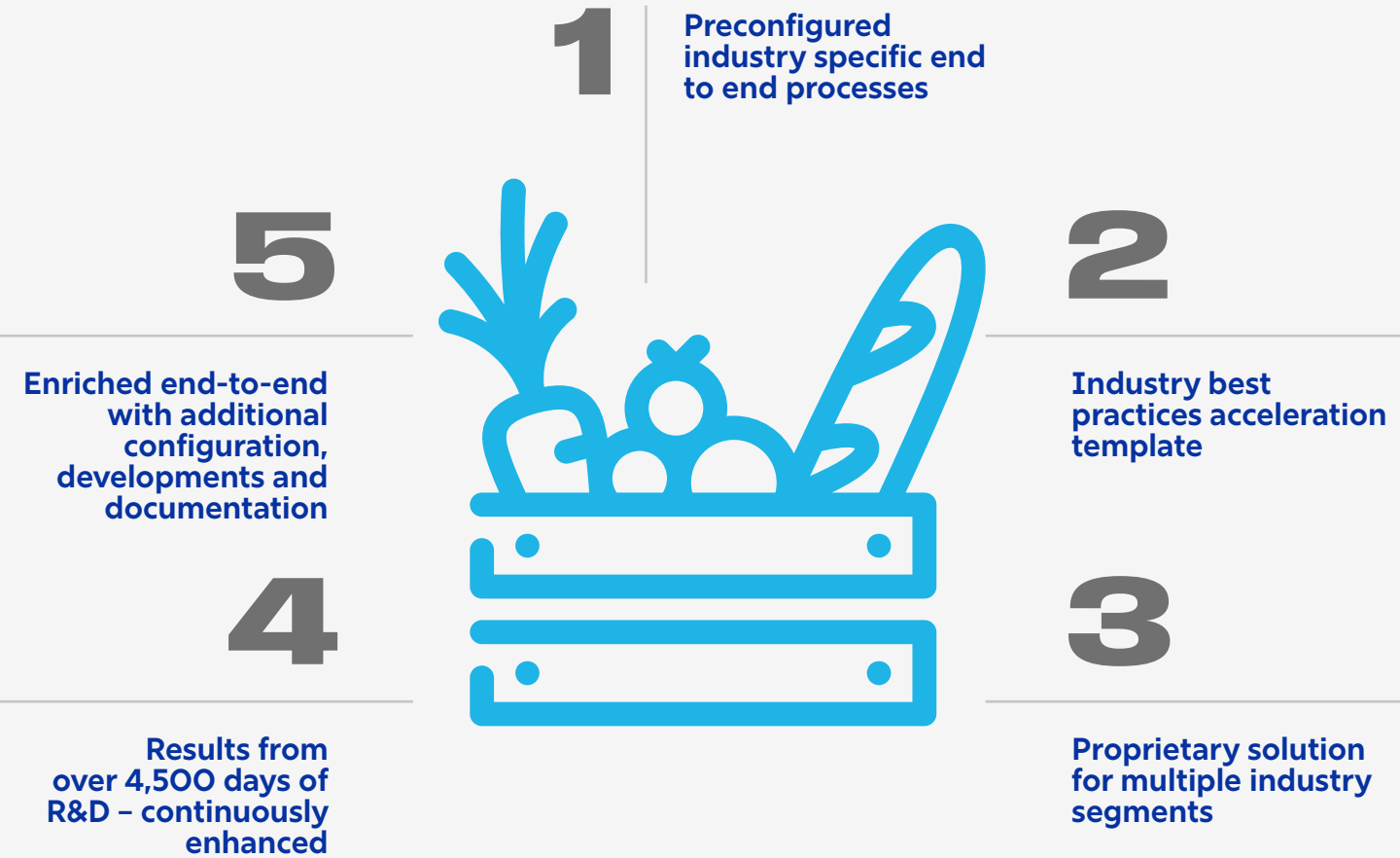
- Commerce Personalization
- Customer Rebates and Incentive Programs
- Omnichannel Commerce Management
- Optimized Marketing
- Quote-to-Cash
- Sales Force Automation
- Sales Performance Management
- Single Customer View

## Service

- External Workforce Management
- Field Service Management
- Omnichannel Customer Service
- Subscription Management
- Value-Added Product Services



# Syntax's Unique Solution Accelerator



## Our Wholesale and Distribution Expertise

The Syntax team has combined their many years of experience and vast expertise with several world-renowned clients to create Syntax's Accelerator, a proprietary solution designed for a wide range of market segments, including food & beverage wholesale and distribution.

The Syntax Accelerator is an extensible and future-proof solution that provides optimal support for wholesalers and distributors.



# Wholesale Distribution Accelerator Scope

Covered business processes Syntax offers a fully integrated solution to transform and simplify distributors' operations across several key areas



## Take the first step

Learn how Syntax can help your business.

### Contact us

If you want to learn more about SAP Solutions and how it can help you deliver a more proactive, insight-driven, and value-focused customer experience, contact us today.



## About Syntax

Syntax provides comprehensive technology solutions and trusted professional, advisory, and application management services to power businesses' mission-critical applications in the cloud. With 50 years of experience, 700+ customers, and 2,700 employees around the world, Syntax has deep expertise in implementing and managing multi-ERP deployments in secure private, public, or hybrid environments. Syntax partners with SAP, Oracle, AWS, Microsoft, and other global technology leaders to ensure customers' applications are seamless, secure, and at the forefront of enterprise technology innovation.

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