



Grow Your Sales in Your Customer's Ecosystem

ARE YOU DIFFERENT FROM YOUR COMPETITION



Facing traditional competitors as well as game-changers like Amazon, distributors must differentiate beyond selection, delivery, and pricing¹. In the ideal scenario a distributor not only protects existing sales but grows sales by providing goods and services that are valuable to the customer, both anticipating and responding to each customer's specific needs.

Gartner² research shows that customer improvement is a leading driver of account growth. Stand out by directly helping your existing or future customers improve their business operations. Helping your customers drive their Operational Excellence initiatives can take many forms, including value-add services such as on-site training and consulting. The issue though is that a number of these services require significant distributor resources and expertise.



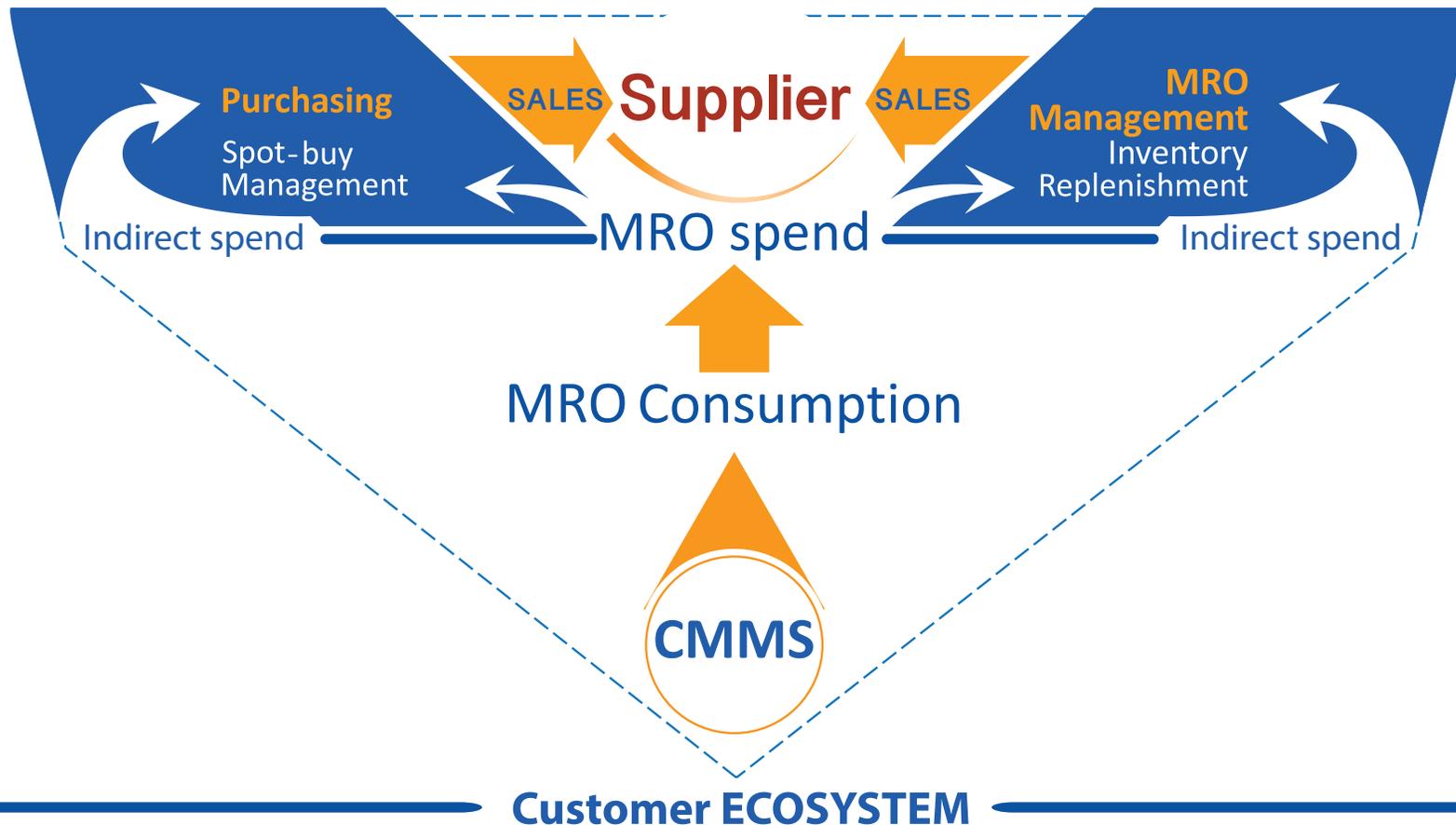
WORK INSIDE THE ECOSYSTEM

Rather than providing training or consulting services from the outside-in, consider working from the ***inside-out*** and embedding yourself in the customer's core operations: their ***ecosystem***. Your customer knows that uninterrupted manufacturing and support processes are critical in achieving both production and operational excellence objectives. Streamlining those processes with programs that equip your customer with a distributor-branded solution positions you as a key contributor to your customer's bottom line. Programs that are relevant beyond simple MRO replenishment will build stickiness through integration within your customer's ecosystem.

Conventional MRO inventory management tools provide integrated inventory and maintenance management. But are conventional tools a true differentiator in today's click-and-order world? Your customers want it all: the convenience of modern point-of-use solutions, online ordering, overall control and visibility. When you provide a built-in, fully-integrated e-commerce platform centered around the activities that are responsible for goods and services consumption, you not only create a differentiated ecosystem, you can head off spend drifting to Amazon or other bricks and mortar competitors.

BE EMBEDDED IN MANUFACTURER CORE OPERATIONS

Machine uptime and repair turnaround are critical success factors for your customer. These in turn are dependent on efficient maintenance management which itself relies on efficient MRO inventory management practices. By engaging in your customer's entire lifecycle process, you not only contribute to these goals but become central to their execution. Become embedded in your customer's processes by providing a program indispensable to your customer's operations, while at the same time driving an increased share of their MRO and indirect spend to you.



THE CUSTOMER ECOSYSTEM AND YOU



Maintenance

Positioning yourself at both maintenance and production point-of-use provides you with first-mover opportunity at the source of the spend pipeline. Your customer may already have a CMMS, but does that CMMS link with their supply room, or your inventory management program, or to your e-commerce site for re-stocking? For the customer it just makes sense to holistically manage all of these processes from within one program, with controlled access and oversight reporting.



Inventory

Adding real-time visibility from within the actual application that is consuming the material is a natural complement to your existing inventory management services. Whether you provide supply room management, vending solutions, or both, finding the right part is a critical step in the maintenance process. Give your customer the ability to see inventory across all locations, including vending, reduces time spent searching for parts.

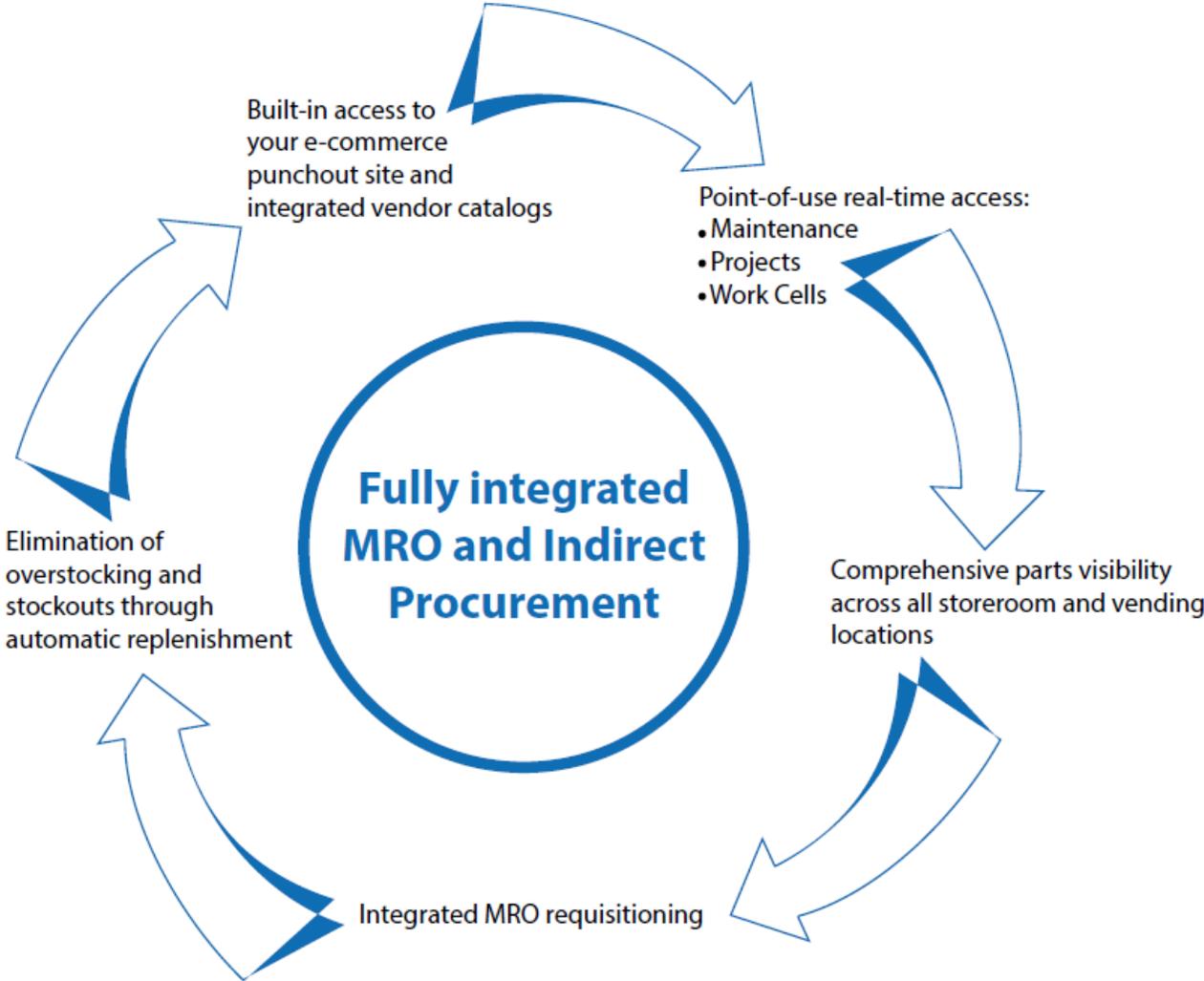


Procurement

Adding eyes on your brand and catalog drives a larger share of the customer spend to you. Procurement is often an administrative silo, separate from maintenance operations. Monitoring inventory levels, requests for spot-buys, generation and approval of purchase orders involve multiple touchpoints as they make their way to the silo. An enhanced ecosystem with online catalogs accessible by the parts users reduces touchpoints and improves accuracy. A distributor who provides this capability can easily tailor the program to each customer's buying strategy, with click to requisition or order, along with detailed confirmations.

REDEFINING THE ECOSYSTEM

MRO and Indirect Procurement fully integrated with maintenance and inventory management delivers the most efficiencies to your customer while ensuring all eyes on your brand. With increased brand visibility comes increased likelihood that the customer will order from your integrated catalog. A software solution that provides the following will not only benefit customers, but also distributor sales.





MANAGE DISTRIBUTOR COSTS AND RISKS

- ✓ SaaS: easy deployment with no on-site installation activities
- ✓ Included training and ongoing support, ensuring smooth implementation while minimizing demands on distributor resources
- ✓ Unlimited user licensing models for predictable costs supporting distributor-to-customer programs
- ✓ Optional use of modules: many integrated solutions are “all-or-none”, requiring customers to de-commission existing maintenance management tools. Allow your customer to stay with their existing CMMS if they choose while complementing it with inventory visibility integrated with procurement.

STAND OUT FROM THE CROWD

Software solutions that are ingrained in the manufacturing and maintenance operations not only drive efficiencies in the customer MRO management and spend cycle, but also positions the distributor in the center of that ecosystem.

Being at the heart of the operations provides a distributor with first-mover opportunity at spot-buys both from brand visibility as well as access to catalogs. Everyone wants the convenience of Amazon's click-to-buy model.



You can stand out by providing a unique combination of personalized one-stop shopping convenience and operational excellence tools, while protecting your position and growing sales opportunities.

PARTNERING WITH TOFINO

Tofino was founded in 2008 on the premise that fully integrated e-commerce capabilities embedded with MRO inventory management and CMMS creates a win-win solution benefiting both distributors and the end-user community. Tofino is deployed at mid-size and Fortune 500 manufacturers and has strategic partnerships with MRO distributors who see value-add programs as a path to both growth and retention. Our consultants understand MRO as well as technology, and will be beside you every step of the way. To learn more about how Tofino can meet your needs and your customers' needs, [contact us today](#).

[Contact Us Now](#)



REFERENCES

¹ Jonathan Bein, Ph.D, “2020 State of Distributor Marketing, Part 2: Distributors Aren’t Articulating Their Real Value, Falling Back on Selection, Delivery, Price,” *Real Results Marketing*, January 2020, http://realresultsmarketing.com/2020/01/state-of-distributor-marketing-part-2-distributors-arent-articulating-their-real-value-falling-back-on-selection-delivery-and-price/?registered&utm_term=Read%20the%20article.&utm_campaign=Distributors%20Aren%5Cu2019t%20Articulating%20Their%20Real%20Value&utm_content=email&utm_source=Act-On+Software&utm_medium=email&cm_mmc=Act-On%20Software-_-email-_-Distributors%20Aren%5Cu2019t%20Articulating%20Their%20Real%20Value-_-Read%20the%20article.

² Kelly Blum, “B2B Sales: Why Your Account Growth Strategy Needs An Update”, *Smarter with Gartner*, August 13, 2018, <https://www.gartner.com/smarterwithgartner/b2b-sales-why-your-account-growth-strategy-needs-an-update/>