

Power Up Your Industrial & Electric Distribution Supply Chain

# OPERATIONAL EXCELLENCE TO DISRUPT AND COMPETE

Blue Ridge Supply Chain Planning (SCP) solutions help Industrial & Electric distributors conquer key challenges with profit-pumping resiliency



## GET INTENTIONAL WITH GROWTH

Scale your operations for improved purchasing power, delivery routes, warehouse operations, product availability and sales.

- Create buffers by executing smarter on value-added services like Vendor Managed Inventory, credit financing and product support
- Expand margins by up to 3–4% return on sales.
- Create automated, full-picture analyses of a range of products and suppliers, fluctuating demand, transaction costs and pricing within focused categories

## CONSTRUCT RESULTS

- 80%** less time spent on replenishment tasks
- 30%–40%** reduction in inter-store transfers
- 20%** more products available & priced right
- +1** full-point added to bottom line through dynamic pricing

## GAIN A COMPETITIVE EDGE

High transportation costs, labor shortages and razor-thin margins are accelerating investments in autonomous vehicles, predictive and prescriptive analytics, robotics and automated warehouses to:

- Drive savings with up to 80% reductions in order-picking labor
- Automate the buying cycle for retail customers with data-driven planning
- Enable volume discounts, adjust pricing, easily predict churn, and manage workforce optimization, faster delivery and reduce labor costs
- Conduct deep-assortment and category reviews, customer/competitive insights and fact-based negotiations with manufacturers

## CREATE STELLAR OMNICHANNEL EXPERIENCES

The electrical segment anticipates a large-percent increase in demand for digitally enabled services and convenience.

- Create eBay/Amazon shopper-worthy experiences
- Enrich service-enhancing value adds including technical expertise, customer purchasing power, easy-to-ship products, multichannel ordering, customized reporting, full inventory visibility, 24/7 support and order tracking

## FEND OFF PRESSURE FROM MANUFACTURERS

Manufacturers are building their own distribution channels, selling directly to consumers online such as Dow Corning and Kohler. Now you can compete effectively against manufacturers that are increasing prices to keep up with rising costs and short-supply materials like resin, steel products, lighting, PVC pipe and chips with:

- Centralized buying
- Multiechelon inventory optimization
- Value-added salesforce capabilities
- Targeted product recommendations to run lean and increase customer satisfaction.

## INDUSTRIAL & ELECTRIC DISTRIBUTION. IT'S OUR WHEELHOUSE.

Easy Ramp-Up. Continuous Value.  
Resilience Guaranteed.

Blue Ridge works with some of the largest Industrial & Electric wholesale distributors to build resilient supply chains. We track the leading trends in your space, so you can stabilize demand volatility faster. Our industry-unique LifeLine™ program dedicates actual people to proactively monitor and continuously refine your results:

**24/7** Support & Monitoring

**GO LIVE** in 90 days

**ZERO** Failed Implementations

“ With Blue Ridge SCP, we are able to establish reliable statistical forecasts instead of being reactive to sales history and buyer assessments and build a more professional supply chain organization.”

- Harald S. Astrup, CEO, Astrup

“ Within the first 8 months we increased our breadth of in stock products by 20% without increasing our overall inventory investment, recorded higher service levels across the board, and freed up additional resources by decreasing purchase orders issued by 20%.”

- Chris Rivers, Inventory Manager, Kele

## COMPANIES WHO RELY ON BLUE RIDGE



## NO GUESSING. JUST SUCCESS.

Blue Ridge designed smarter software for demand planning, replenishment, and inventory optimization that achieves positive ROI quickly. Simple, scalable, and powerful supply chain management to break free from spreadsheets or inadequate ERP planning modules and leverage a data-driven, AI-powered supply chain planning engine backed by world-class support. Trusted by distributors, manufacturers, and retailers around the world, Blue Ridge offers a streamlined, easy to use solution, a strategic LifeLine program, and proven results that take the guess work out of selecting the right supply chain management partner.



**BLUE RIDGE**

[www.blueridgeglobal.com](http://www.blueridgeglobal.com)

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