

## The Cloud Empowers Distribution Industry ... Business is recharged by modern IT practices

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Distribution companies are constantly getting hit with challenges that are threatening their businesses' ability to generate revenue. Failure to adapt to an ever-changing environment, evolving client needs, and innovative technology solutions are leading to reduced profits.

It is imperative for distribution companies to maintain margins and operating efficiencies. It takes a great deal of time and effort from every team member to keep up with industry trends and demands, while also ensuring the required expanded resources are available.

Historically, companies in the distribution industry have provided value primarily through the efficient storage and movement of goods. Now, this classic value proposition is in jeopardy as an evolving customer profile, more complex products and operations, increasing competition, and shifting economics are necessitating changes in the way distributors approach the market. Industry and economic events are highlighting the profound challenges of being an inventory manager during periods of volatile demand, especially now that supply chain visibility has been reduced and significant lags exist in sensing changing customer demands.

With all of these important elements, it's no surprise that distribution companies are feeling increased pressure to focus on many aspects that require their full attention. From e-commerce to contending with federal regulations, they have no time to deal with IT concerns, even though effective IT solutions fundamentally serve as the backbone of successful businesses. IT is a crucial part of everything a distribution company does, and downtime equates to lost revenues. Yet, many companies have no managed services in place. If they have anything, their systems are usually a poorly self-managed IT infrastructure.

There are reliable and secure technologies available to support a better way of conducting business in the distribution industry. In fact, these solutions can be the cornerstone of the company's future success. Cloud computing will make a positive impact on the ways your company continues to grow and adapt to expanding consumer demands.

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### What Advantages Can Cloud Computing Provide in the Distribution Industry?

A modern and flexible IT infrastructure transforms the way a distribution company can do business. It frees up personnel to focus on meeting the needs of customers in this ever-changing industry, and to also pursue additional revenue generating opportunities. It reduces the company's stress and saves money, since a cloud solution streamlines business operations so that everything moves more efficiently.

#### Specific Benefits, At a Glance:

##### **A Reliable, No-Stress Infrastructure**

Growing distribution companies often face capital constraints and operational challenges. Overcoming these issues requires a pow-

erful, flexible infrastructure that can quickly adapt. A cloud solution better supports the rapidly changing demands of the nature of the industry, and allows companies to grow their businesses locally – and globally.

##### **Scalability**

The company can start with the minimum required infrastructure and add new computing resources in almost real time. Applications that aren't currently being used can be turned off and on as needed. This ability allows your business to quickly adapt to changing needs in a cost-effective manner, while also not wasting budget dollars on applications that are not currently needed.

##### **Cost Effective**

A cloud platform provides a cost-effective solution without the big up-front licensing fees or lengthy installation processes. The business

also lessens both capital and personnel costs. Only the largest distribution companies have the budget and know-how to recruit, train, and manage the kind of top-notch IT personnel needed to support state-of-the-art applications. By removing this responsibility it not only saves money, but also time and stress.

##### **Better Staff Efficiency**

Oftentimes in a small to mid-sized business, each contributor wears a lot of different hats. It really takes more than one person to manage IT successfully. But when that responsibility is placed on a managed services provider, it frees up not only the IT staff to focus on other tasks, but also other employees and company leaders who have had to spend their valuable time on IT needs.

### **Security**

A major advantage of managed services is that it's their business to stay one step ahead of malicious threats to a company's infrastructure. On the other hand, when IT is managed by a distribution company in-house, those responsible are typically taking care of an overwhelming list of daily activities for the employees and business, and are not going to have the time or resources to research and prevent the next threat.

Company hacks and credit card breaches can be devastating for a small to mid-sized business; preventing these threats is a game changer. Using state-of-the-art processes, equipment, policies, and technologies, the cloud and services behind it can guarantee a high level of security while still allowing full application availability and a productive user experience.

### **Improved Communication**

A stronger, customized IT infrastructure enables improved conversation between suppliers, distributors, and customers through social technologies and customer relationship management (CRM). Buyers can be provided with the best information to help them optimize purchase conditions, and improve margins. Business intelligence, dashboards, and mobile technology can be integrated to provide employees with immediate access to the right information to help make better decisions.

### **Automated Business Processes**

Relying on automating business processes across an organization to improve supplier relationships can dramatically improve customer satisfaction, and increase productivity as a result of improved process efficiencies. It becomes easier to manage a variety of inventory arrangements and to support complex pricing arrangements, rebates, and claims between suppliers, distributors, and customers.

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## **Proxios - Making a Difference in the Distribution Industry**

Proxios recognizes that IT infrastructure often holds companies back from what they do best. We understand that the unexpected always happens in the distribution industry, so we take proactive steps to ensure that we are always prepared. Our flexible, industry-specific solutions make all the difference as you run your business, serve your customers, and continue to grow. We have commercialized IT into a highly reliable, mobile, secure, and cost-effective solution. Contact us to learn more about how Proxios can recharge the way you do business.

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## **Proxios**

Proxios, a pioneer in cloud computing technology since 1999, offers businesses a full range of IT services on a subscription basis including application hosting and VOIP phone systems. Proxios hosts proprietary and third party software, delivering your desktop to your office, home or mobile device. Proxios is headquartered in Richmond, Virginia serving customers across the United States and Canada.

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