BUSINESS SOLUTION PARTNERS

Moving Your Business Forward

THE RESTAURANT SUPPLY BUNDLE FOR NETSUITE

ADDRESSING FIVE CRITICAL WHOLESALE FOODSERVICE EQUIPMENT INDUSTRY DRIVERS

ORACLE® + NETSUITE

Addressing Five Critical Foodservice Equipment Supply Industry Drivers

Business Solution Partners and NetSuite are leading a technological revolution for Foodservice Equipment & Supply Dealers by marrying industry-specific technology with the world's #1 choice for Cloud ERP.

Shifting consumer habits, the need for higher operational efficiency, and the growing emphasis on the e-commerce channel are all pushing foodservice equipment wholesalers to reimagine business models and go-to-market strategies.

Hit hard by the global pandemic, their customers are seeking enhanced services like touchless transactions, self-service purchasing, and in-house design to meet the growing demands of new channels, like direct to consumer, that are gaining traction.

No trend exists in a bubble. Each leap forward to satisfy the modern consumer influences other areas of the business. As an example, demand for one-stop shopping is driving a shift to the in-house design/build model, where suppliers manage the full project lifecycle from ideation through installation—taking on the roles of kitchen designer, equipment dealer and contractor.

These key trends are causing significant growing pains for an industry that is already recognized for its reliance on outdated software and disconnected systems. The management of disparate and disconnected software solutions that are incapable of effectively "talking" to each other results in massive inefficiencies and an administrative burden that is palpable.

The result? Companies waste time and money solving for the problems of their systems, instead of concentrating on serving their customers and growing the business.

By consolidating financial and operational data into a single platform for your entire business, Restaurant Suppliers are realizing an efficient, scalable solution that:

- Creates a Better **Customer Experience**
- Creates a Better **Sales Experience**
- Ensures **Data Integrity** and **Accuracy**
- **Reduces Labor Costs** from Re-Work and Manual Processes
- **Streamlines Operations** from Purchasing to Delivery
- Provides a **Complete Inventory Picture**

Striving for Operational Efficiencies
Even as it's been tasked to supply the world's restaurants, hotels, hospitality organizations, and academic institutions—each with its own demands, nuances, and challenges—the foodservice equipment market has remained significantly behind the times. Uptake of modern software has been slow, despite the fact that wholesale organizations in closely aligned verticals are realizing significant benefits from modernization.

The Home Appliance sector, a well-recognized sister vertical, has already started to reap the gains of modernization. Of the organizations recognized in TWICE Magazine's annual *Top 50 Major Appliance Retailers* ranking, BSPNY found that **more than 30% had undertaken a significant systems overhaul within the past three years**.

Eliminate the mass merchants and home improvement centers from the list, and it becomes clear that family and employee owned businesses are gaining traction and market share—thanks in part to the adoption of new technology. **Four of the major retailers who made the 2020 *Top 50* worked with Business Solution Partners to onboard NetSuite, and our proprietary Appliance Industry Bundle**, which closely mirrors our Restaurant Supply offering.

KEY OBJECTIVE:

In this whitepaper, we explore the top challenges that today's foodservice supply companies are facing and detail how the combination of **NetSuite's Unified Business Platform** and **Business Solution Partners' Restaurant Supply Bundle** is truly transforming the way that companies like yours are doing business.

So what are the top 5 Foodservice Equipment Supply Industry Drivers effecting the business today?

- Shifting Consumer Habits
- A Transition to In-House Design
- The Need to Realize Operational Efficiencies
- A Growing Emphasis on a Web Presence & E-Commerce
- Engaging the Direct2Consumer Retail Channel

More knowledgeable than ever, wholesale consumers are educating themselves on their options, conducting research online, and demanding a Direct-2-Consumer (D2C) "blended" model that looks much different than the model the industry relied on just 5-10 years ago.

> *"For the first time, restaurant supply companies are opening their doors to the public and/or taking the e-commerce route,"* said **Bryan Flynn, Business Solution Partner's Account Executive** for Restaurant Supply. *"So, while they're retaining their B2B presence and relationships, restaurant supply dealers are finding new ways to interact with and sell to customers in a contact-less, convenient manner. The ability to address a whole new marketplace is exciting, but you have to have the infrastructure in place to benefit from the opportunity."*

Most companies simply aren't equipped to meet these needs. Sales processes that weren't designed with the modern consumer in mind are limited even further by legacy software systems that are rigid and fixed.

Too many restaurant supply companies rely on outdated on-premise computer systems that require maintenance, management and expensive upgrades. These same systems are often responsible for inventory issues, missed deadlines, inaccurate deliveries—and there is *no way* you're connecting to a modern e-commerce platform.

Beyond the inability to implement an e-commerce solution—running your business from these legacy systems prevents you from taking advantage of advances in Marketing, Finance and Operational software as well. Modern platforms are designed to work in harmony with one another. If your core business data is sequestered in a system disconnected from the rest of your tools, you'll never fully realize the benefits.

Addressing today's buyer requires attention to detail, streamlined operations, rapid fulfillment, and competitive pricing. You are expected to orchestrate a frictionless buying experience, that also adds value to the consumer. When competing with the internet and digital experiences, success is tied to your personal relationships and local reputation for standout service.

By upgrading to a cloud-based enterprise resource planning (ERP) platform, these second- and third-generation family-run organizations can gain insights into their business that help drive organizational change, increase efficiencies, improve operational productivity levels, and enhance the bottom line.

Navigating a Changing Selling Environment

As sellers of big-ticket back of house items like refrigerators as well as basics like tableware, restaurant supply companies have traditionally operated from warehouse showrooms. Most smaller items are purchased in a "pick and pay" manner, while sales reps are tasked with building relationships and closing sales by working directly with the customers who need to make "big appliance" decisions to outfit commercial kitchens.

Today, this selling paradigm has shifted and companies face new challenges when trying to convert "browsers" into buyers. As more customers start their journey online and as an increasing number of restaurant suppliers open their doors to a retail audience (largely driven by COVID-19 and its subsequent impacts on the industry), both B2B and B2C customers want an online experience <u>before</u> seeing the items in person.

Though a relatively new channel for the industry, the dealers who can establish a strong digital presence have the potential to expand their customer base beyond standard in-person traffic. Those standing out online during the research phase of the buyer's journey are more likely to capture that whale of a sale—*if* they can provide the consumer a delightful experience.

A seamless buying experience demands that all of your processes are aligned and all departments in-sync.

From first-touch to delivery, here are some of the obstacles that are keeping Foodservice Equipment dealers from delivering that white-glove service the modern customer demands:

- **Generic POS Systems –** The needs of the supply industry go well beyond tracking SKUs. Serialized items, kits, required items, related items, configurable items—these complications are a nightmare with most legacy systems.

  Many of these legacy POS systems were not designed to handle the scale or breadth of inventory required for business today. With most restaurant suppliers representing between 3000 and 6000 unique SKUs, older POS and legacy business management systems are strained beyond their limits.

  With each limitation comes an increased risk for error, inefficiency, and financial loss.

- **Poor Delivery Orchestration** – Schedule, Pick, Stage, Pack, Route, Unload and Install. What a dance, just to get that fridge from your warehouse to the customer's kitchen. And way too many chances for things to go wrong!

- **Inventory Errors** – It's painful when you've sold a big deal but can't fulfill all of the items. When relying on legacy systems, many companies have significant issues managing the inventory. Customers expect you to honor quotes, and delays / mistakes in fulfillment can put relationships in jeopardy.

- **Little or No Online Presence –** When your customers are doing their research with your competitors, you're starting at a disadvantage. Any online presence, and specifically one designed to educate your consumer, is a major benefit in today's economy.

  Those mavericks taking advantage of the wholesale e-commerce opportunity are seeing increased benefits as more establishments request easy self-service options for ordering predictable consumables as well as the smaller, yet still vital, day to day purchases.

  In the wake of Covid-19, e-commerce ready organizations were able to rapidly shift into Direct-2-Consumer sales—a vital lifeline while restaurants, schools and venues were closed.

Turning Challenges into Opportunities

The restaurant supply companies that BSP works with are generally well established and bringing in $10 million to $100 million in annual revenue. By implementing NetSuite cloud ERP and BSP's Restaurant Supply Bundle, companies can effectively overcome the challenges outlined above and operate in a more streamlined, profitable manner.

Let's examine the solution and show you how we're…

- Solving for Operational Needs
- Managing the Customer Journey
- Working with Vendors and Buying Groups
- Providing a Seamless Online / In-Store Experience
- Integrating with The Industry's Leading Tools
- Providing Wholesalers with a Modern Interface for a Modern World

STREAMLINING OPERATIONAL CAPABILITIES

Major operational efficiencies can be realized with the switch to NetSuite. Here are just some of the day-to-day activities being transformed with our solution:

- **Inventory Management**
  BSP's Restaurant Supply Bundle supports fast and accurate inventory checks. If, for example, a customer wants three cases of plates in a certain color, the dealer knows: 1) if they're in stock, 2) exactly where the plates are, or 3) when to order more to ensure stock levels match demand. The company can make effective decisions based on this information and get orders or drop-shipments to their customers in a timely manner.

  Our solution also provides detailed analytics that surface deep inventory insights. How much inventory are you floating? How many turns per year? How quickly are certain product categories moving? What products are not moving at all?
  These questions and more are answered, helping business owners make better decisions about their inventory mix.

- **Precise Warehouse Management**
  Our warehouse solution is built right into NetSuite and supports all of your inventory needs. From optimizing the warehouse layout to providing detailed staging schematics, you'll command complete control of warehouse activities from a single portal and realize significant savings from a well-oiled fulfillment machine.

- **Optimized Logistics Management**
  The Restaurant Bundle from BSP is designed to meet an assortment of multi-faceted logistical demands—including the scheduling and coordination of multiple deliveries for a single order. As an example, seamlessly oversee an order where your customer wants the equipment portion of their order dropped off on Tuesday at their Northeast location, and the remainder of their consumables orders delivered somewhere else on Thursday.

  Our solution provides the blueprint for staging products, efficiently packing trucks in the proper order, optimizing the delivery route and maintaining contact with drivers throughout the day. Save time, money and stress when you can be sure your deliveries are getting where they need to go on schedule in the most cost-efficient manner.

- **Warranty Management**
  It's vital to know when warranties are available for cross-sell, and whether or not a service call is under warranty. By connecting warranty information directly to a contact, company, transaction and service record, you can be sure that critical warranty information is readily available when needed.

- **Product Serialization**
  Tracking serialized products from origin to point of sale to end consumer is cumbersome without the use of modern technology. *"When someone buys a freezer, that serial number has to be recorded,"* said Flynn. *"Tracking, maintaining, and accessing those serial numbers is a major issue with everyone I've spoken to in this industry."* Our solution helps companies track and record product serial numbers at the point of purchase—a capability lacking in many POS solutions—and easily access that information at any time.

- **The Delivery Process Redefined: Confirmation, Photos, and Payment Capabilities**
  Outfitted with their own smartphones, or company issued tablets, your delivery team is now equipped to take electronic signatures, photo-document the condition of all deliverables, and receive outstanding payments.

WORKING WITH VENDORS & BUYING GROUPS

Most equipment suppliers are connected to a sophisticated network of manufacturers and distributors. These relationships are the lifeblood of your organization. Managing your connections with vendors transforms from obligation to opportunity when you integrate, automate and leverage incentives to maximize profit.

- **Integration Into Buying Groups Like FEDA and SEFA**
  Companies can see exactly which promotions, rebates, and other incentives their buying groups are offering at any given point. With this information aggregated on a single platform, leveraging the benefits of your relationships is a breeze.

- **Easy Rebate Management**
  No more hours spent poring over spreadsheets, attempting to apply all of your rebates and confirming reimbursement amounts. With BSP's Restaurant Supply Bundle, managers can reduce time spent on rebate management to minutes per week.

- **PO Consolidation**
  Speaking of the rebate process… consolidating purchase orders in an attempt to maximize vendor incentives was a major pain point that BSP heard across the vertical. Our PO Consolidation feature allows dealers to take advantage of large order discounts offered by vendors—while simultaneously enabling better order tracking.

INTEGRATIONS – AUTOQUOTES, AND EVERYTHING ELSE…

The ability to integrate your core business systems with the wide world of value-added software can truly unleash the creativity and capabilities of your team. We couldn't possibly address the needs of the Foodservice Equipment industry without tackling the most important integration on everyone's list…

AUTOQUOTES – THE SYSTEM OF RECORD

The undisputed industry leader providing technology solutions and services for Foodservice Suppliers is AutoQuotes. This critical platform combines a comprehensive online catalogue with project specs, quotation and design applications.

To date, AutoQuotes integrations to NetSuite were limited at best. No company had cracked the code on unlocking the potential of connecting all that AutoQuotes offers to the world's #1 ERP. Until Now…

Business Solution Partners has written the code that pairs AutoQuotes with NetSuite, and the results are staggering. Dealers can use it to confirm pricing, streamline the design/build process, provide documentation and ensure that all vital design details translate to invoices, pick lists, delivery routing, and more…

AutoQuotes is one of the primary factors in dealers making the transition to in-house design, but not without significant friction. With designs, part lists and specs separate from ordering systems, designers would have to export quotes, and all requisite specs and details of the order, and import or manually enter the information in a quoting tool.

Not only is this a labor-intensive process, it's one of the primary failure points where incorrect information starts to derail your transaction.

We've automated the Quote-To-Order Process ensuring accuracy and accelerating the pace of business. Goodbye labor-intensive documentation gathering – pdfs are automatically pulled from the AutoQuotes database and delivered to the client.

THE AUTOQUOTES INTEGRATION: AT A GLANCE
- Complete Catalogue to Inventory Management in NetSuite
- Ability to Instantly Convert Complex Quotes to Orders
- Connect Your Quotes to Customer, Company & Transaction Records in NetSuite CRM
- Project Management Tools to Keep the Momentum Moving Forward
- Faster Small Order / Replacement Order Creation
- Instant Access to All Supporting Documentation
    - Product Specs
    - Imagery
    - Documentation
    - Installation Guides
    - CAD Files
    - User Guides
    - DataSheets
    - Quickstart Guides

There are so many benefits of the AutoQuotes integration that we're still discovering new ways to expand its capabilities with every engagement.

EVERYTHING ELSE…
Perhaps you want to record calls in an effort to guide your customer service team towards better interactions. This can be easily achieved with the integration of a service like CallRail.

Want to create stunning marketing collateral and send it out to a specific segment of your database (like customers who haven't made a purchase in 180 days)? The open architecture of NetSuite allows you to connect a marketing automation platform like HubSpot to achieve your big picture marketing goals.

There's a world of integrations and opportunities in the larger SaaS marketplace waiting to be leveraged by today's marketers, finance professionals, operational specialists, and every other

member of your team. A modern system like NetSuite is designed to "play well in the sandbox" with other best-in-class software solutions so you can truly take advantage of the times.

A NEW APPROACH TO MANAGING YOUR CUSTOMERS

It's not unusual for companies to retain filing cabinets brimming with paper warranties for equipment purchased by customers. Because the standard warranty is 2-3 years—and extended warranties often double that time frame—a company could potentially have six years' worth of paper stored in those cabinets at any given point.

"Reviewing the warranties and following up on claims is extremely cumbersome," said Flynn. *"Not only is the information scattered everywhere, but paper fades over time; an invoice that was printed 10 years ago may not even be readable anymore."* A warranty is just one example of a single transaction in a lifetime of customer engagement.

BSP's Restaurant Supply Bundle digitalizes all customer interactions and transactions, making them easily accessible to anyone who needs them today *or* 10 years down the road. The NetSuite CRM becomes your single source of truth. Knowledge is transferred as employees move up or move on, instead of being lost to time. Now you can see the complete history of your interactions with your customers and gain a new appreciation for their loyalty.

NetSuite's Customer Relationship Management System is the heart and soul of the platform. Every aspect of the Restaurant Supply Bundle, from online sales to final installation connects back to records that make up the NetSuite CRM. Your employees collaborate on one platform— organized, efficient and armed with the knowledge they need to excel.

With NetSuite CRM serving as the central repository for all of your financial, operational, transactional and customer data, you'll have the ultimate sales platform. From pipeline management to sales analytics, you can leverage NetSuite's CRM to turbocharge your sales process and ensure that no opportunity slips through the cracks.

Sales Managers also benefit from the CRM's advanced metrics and KPIs that provide deep insights into the activities of sales team. Holding salespeople accountable to their goals becomes much easier when you can quickly understand win/loss and close ratios. Know who's hustling and who's falling behind by keeping a keen eye on sales activities and outcomes.

A SEAMLESS IN-STORE / ONLINE EXPERIENCE

Your customers want a comfortable, trustworthy experience that is consistent across all sales channels. Whether you're engaging online, through social media, at a convention or on the sales floor—you should be providing the same stellar customer service experience across the board. Our solution targets the most common issues and friction points in the buying process, ensuring a smooth and consistent customer journey from education to installation.

- **A POS Built for Retail and Customized for Your Needs**
Most restaurant supply companies represent anywhere from 3,000 to 5,000 product stock keeping units (SKUs). Basic point-of-sale systems weren't designed to handle this volume effectively.

   "Our POS has no such limitations," said Flynn. NetSuite was built to scale and provides significant benefits to inventory management including the ability to quickly locate an item in inventory, and to track serialized items.
   Our POS solution eliminates bulky space hogging hardware at the checkout. You can even run your entire operation off mobile tablets! Add an existing barcode scanning system or choose from several other options we endorse.

   Best of all, the POS is fully integrated. All POS transactions are instantaneously captured and passed through to the CRM, joining all other pertinent customer and transaction details from your history with that clients contact record.

   The sky is the limit with our integrated POS solution, and you'd be hard pressed to find a competing product with more functionality or flexibility.

- **Powerful E-Commerce Potential**
Legacy systems were not designed to interact with the modern e-commerce platforms. Writing custom integrations is cost prohibitive, if at all possible. As a result, most companies are limited to reproducing their processes on a disconnected platform. From there, chaos ensues. When your systems don't "talk" to each other, you're hemorrhaging labor hours for re-work, and double [sometimes triple] entry.

   E-commerce doesn't have to be that hard, and it shouldn't cost you more to administrate than you make in sales.

   If you are committed to pursuing the world's fastest growing sales channel and addressing a whole new marketplace, combine NetSuite and BSP's Restaurant Supply Bundle with SuiteCommerce for the ultimate online experience.

   SuiteCommerce allows you to sell to your B2B customers online, making re-orders, subscriptions and self-service possible. Automating the repetitive sales and empowering your customers with self-service solutions will free up your team members to concentrate on the big game.

   It also enables you to open a completely separate Direct-2-Consumer (D2C) channel on a single website. Segmenting your customers between retail, wholesale, or other unique categories allows you to present list specific pricing, availability, specs and terms.

…And because your E-Commerce system is directly connected to your ERP, critical customer information like order history, buying frequency and owned products—all of which and more are ported over during your ERP migration—are instantly available on the 1st day you launch your website. The value add for your customers is significant, and you'll capture more small and repeat orders that can quickly add up to big gains.

A MODERN INTERFACE FOR A MODERN WORLD

At the end of the day, many legacy systems are on their last leg and as a direct result, we spend more time coddling our systems than we do improving our processes. The systems that were originally designed to drive us forward become the barriers keeping us from achieving modern growth goals aligned with today's economic reality. Your customers and your staff will certainly appreciate a more tech-forward approach. Here are just some of the added benefits our modern platform provides:

- **Mobile First Architecture**
  With more companies adopting tablets and smartphones for business management— and with younger generations of customers and employees demanding these high-tech tools—BSP's Restaurant Supply Bundle breaks through the constraints of the computer desktop.

  Our platform is not just mobile ready, it was built for a connected world. It includes mobile capabilities that salespeople can use out on the showroom floor, service pros can leverage in the field, and your delivery team can use to close the loop on a successful installation. Think about the savings when you can run your business from your phone, and scrap all that expensive and bulky hardware.

- **Texting Capabilities**
  We've baked SMS Texting capabilities directly into the NetSuite Platform to provide a wide variety of value-added functionality for both internal and customer facing needs. Texting can be used to communicate delivery details and receive automated confirmations.

  Leverage texting for marketing to promote special offers to your opt-in lists. Or communicate last minute job-site details to your installation team. The use cases are limitless! Whether you're creating complex Text Message workflows or simply sending a one-time message directly from within the NetSuite CRM, this is a must have feature for modern times.

- **Say Goodbye To Piles of Paper**
  All information is captured in our system, from financial records to customer profiles. *"Users can just go into the customer's profile and look at all of the activity, photos, signatures, and anything else related to a particular sale,"* said Flynn. *"None of that is possible with paper-based signatures and files."*

Not only do you have full access to all parts of a customer's required documentation and information, it's stored in the cloud, and you can access it from anywhere in the world. On vacation in Cancun, but a customer has a major issue… Pop open your smart phone and solve it in minutes, then get back to that tropical drink!

By aligning with NetSuite and extending the platform's functionality in a way that directly addresses the restaurant supply industry's biggest issues, BSP's proprietary modules helps companies successfully navigate industry shifts, meet the needs of customers, and improve operational profitability.

The solution provides restaurant supply companies with a holistic business management tool that's supported by one of the industry's leading cloud ERP platforms. *"It takes care of everything,"* said Hussain Zaida, BSP's Chief Solutions Architect, *"from inventory management to final delivery to service after sale."*

Future-Proofing Restaurant Supply
A long-time NetSuite partner that's implemented SuiteCommerce and other functionalities for many companies, Business Solution Partners takes the ERP's basic capabilities and extends them to meet the specific needs of foodservice equipment suppliers. This translates into major benefits for the industry, which has historically relied on spreadsheet-based reporting. By blending an industry-specific bundle with cloud ERP, BSP helps companies better understand their businesses, their customers, and their future opportunities.

As buyer habits continue to shift, and as new generations enter the restaurant and hospitality business, restaurant supply companies need technology tools to help them adapt to these changes. Because younger buyers want to buy online, for instance, companies need robust technology platforms, e-commerce presences, and mobile tools that cater to these new faces.

By pairing an industry-specific technology bundle with a unified ERP, foodservice equipment supply companies can solidify their current market positions while also preparing for future success. Focusing on the top industry drivers and solving the modern foodservice equipment supply company's most pressing challenges, BSP and NetSuite are leading a technology revolution for the industry.

For More Information About Business Solution Partners' Restaurant Supply Bundle for NetSuite Please Contact:

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The Restaurant Supply Bundle for NetSuite provides a complete spectrum of specific capabilities that include:

Full Operational Support with Everything Tied Back to Finance

- Inventory Management
- Rebate Management
- Warranty Management
- Product Serialization Tracking
- Logistics Management
  - Delivery Features
  - Repairs and Service

Complete Customer Relationship Management (CRM)

- Sales Pipeline Management
- Opportunity Management
- Cross-Selling
- Upselling
- Sales Analytics

Seamless In-Store & Online Experiences

- A POS Built For The Industry
  B2B & B2C E-Commerce Capabilities From One Portal
- D2C Sales Support (pricing, taxes)
- Subscription & Consumables Management (via a self-service portal that supports no-touch transactions)
- Restaurant Specific webstores
- Integration to Purchasing Groups

Work Without Wires

- Desktop, Tablet, and Smartphone features for:
  - POS
  - Warehouse
  - Logistics
  - Delivery
  - Installation
- SMS Text Capabilities