



## SupplyPro Establishes New Inside Sales Organization in Response to the Digital Transformation of the Industrial Distribution Market

*Sales Team Created to Bring SupplyPro Solutions, Including SupplySystem, to New Markets*

**SAN DIEGO, CA – May 22, 2018** – SupplyPro, a leading inventory management solutions provider, today announced that it has established an inside sales organization to complement its existing outside sales team. Inventory management is becoming even more critical to success as organizations transition into Smart Factories and look for opportunities to increase their competitive edge and profitability by leveraging emerging technologies, including the Industrial Internet of Things (IIoT). SupplyPro is adapting its organizational structure in response to business growth and changing customer expectations with the addition of the inside sales team. The new department is located at SupplyPro’s corporate headquarters in the San Diego, California and led by Justin Dass, Vice President, Business Development.

“There is increasing interest in Smart, cloud-based solutions that leverage IIoT among distributors, manufacturers and others in the industrial sector,” said Floyd Miller, CEO, SupplyPro. “The shift to Smart Factories and need for meaningful data, like that provided by SupplyPro solutions, is one aspect driving company growth. Advanced technology offerings that connect the shop floor to the top floor and allow decision makers to harness information to drive improvements and enhance their bottom line will be more important than ever—and SupplyPro supports those initiatives.”

The demands and needs of B2B buyers are changing. Many buyers are looking for a business purchasing experience that is similar to their personal buying experience as a consumer. The increasing availability of apps and jump in online shopping is driving this change. Many daily actions people take can be started, if not completed, online. In fact, an [Accenture](#) study found that 94 percent of B2B buyers conduct online research at some point in the purchasing process before moving forward in the process with an organization.

“It’s clear that we must continue to evolve as our customers do and we understand the importance of meeting customer demand for digitally enabled distributor relationships,” said Dass. “There is a growing expectation for modern types of self-directed support—where the customer does as much as they can individually and then engages later in the sales process. An inside sales team meets the needs of customers who want to do it themselves, and allows the outside sales team to focus on the customers who want more involvement. Our customers now have sales support any way they want it, with teams ready to answer questions, offer consultative advice, and help find the right solutions to empower them for success.”

Inventory management B2B buyers are among those beginning their procurement process by facilitating their own research prior to reaching out to vendors for input. Much like the buyer’s journey, they are also looking for intuitive solutions that are simple to use, such as SupplySystem. SupplySystem leverages

emerging technologies, including the IIoT, Machine Learning and Big Data Analytics, to expand the digital transformation throughout industrial and manufacturing facilities.

### **About SupplyPro**

SupplyPro is the leading end-to-end industrial materials management solutions provider, leveraging the most advanced Big Data Analytics techniques to dramatically transform the industrial distribution and manufacturing industries. The SupplyPro platform combines the power and flexibility of the cloud with mobile solutions and the industry's first modular, IoT-enabled smart inventory control system. More than 1.5 million monthly users, from manufacturing to aerospace and high-tech fabrication, rely on the SupplyPro platform to increase efficiencies, profitability and competitiveness. Headquartered in San Diego, California, SupplyPro has collected and analyzed inventory data from over a trillion transactions for more than two decades, giving the company the ability to deliver business intelligence and insights for inventory management that no one else can. For more information visit: <http://supplypro.com/>.

### **Media Contact:**

Allyson Scott

(408) 727-0351

[AllysonScott@McGrathPower.com](mailto:AllysonScott@McGrathPower.com)

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