

# 3 Winning Strategies for 2017

Featuring:

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Tom Gale, Modern Distribution Management

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# Agenda

- Strategy in 2017
  - Adaptive Models
  - Talent
  - Technology
- Q&A

# Speakers



**Ranga Bodla**  
Head of industry marketing,  
NetSuite



**George Dunham**  
CEO  
*epaCUBE*



**Tom Gale**  
Publisher  
*Modern Distribution Management*

# Introduction: The New Playbook

# Introduction: The New Playbook

- ▶ Move the sales gorilla

# Introduction: The New Playbook

- ▶ Clean data, drive analytics
- ▶ Move the sales gorilla

# Introduction: The New Playbook

- ▶ Hire, train, retain
- ▶ Clean data, drive analytics
- ▶ Move the sales gorilla

# Introduction: The New Playbook

- ▶ Clarify differentiation: Service
  - ▶ Hire, train, retain
  - ▶ Clean data, drive analytics
- ▶ Move the sales gorilla



# Introduction: The New Playbook

- ▶ Leverage technology > Omnichannel
- ▶ Clarify differentiation: Service
  - ▶ Hire, train, retain
  - ▶ Clean data, drive analytics
- ▶ Move the sales gorilla

# Introduction: The New Playbook

- ▶ Keep investing in change levers
  - ▶ Leverage technology > Omnichannel
    - ▶ Clarify differentiation: Service
      - ▶ Hire, train, retain
- ▶ Clean data, drive analytics
- ▶ Move the sales gorilla

# Key Pivot Points

Model

*Profitability*  
*Omnichannel*

Talent

*Culture*  
*Customer Care*

Technology

*Analytics*  
*Omnichannel*



# New Value Definition

Model

Talent

Technology

Adaptive  
“New Model”

- Optimize
- Sales
- Product
- Transactions

- Solos & silos
- Qualifications
- Work hard
- Product/Sales

- Transaction center
- Inventory
- ERP centric
- Infrastructure

Foundation  
“Old Model”

# Adaptive models

# Differentiators: Models

## Model

## Talent

## Technology

Adaptive  
“New Model”

- Profitability
- Cost to serve
- Service value
- Process

Foundation  
“Old Model”

- Optimize
- Sales
- Product
- Transactions

# Adaptive Model: Action Steps

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- ▶ Understand your customer



# Adaptive Model: Action Steps

- ▶ Understand your customer
  - ▶ Make strategy decisions

# Adaptive Model: Action Steps

- ▶ Understand your customer
  - ▶ Make strategy decisions
    - ▶ Streamline execution

# Talent

# Differentiators: Talent

Model

Talent

Technology

Adaptive  
“New Model”

- Culture
- Leadership
- Work smarter
- New skills

Foundation  
“Old Model”

- Solos & silos
- Qualifications
- Work hard
- Product/Sales

# Talent: Action Steps

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- ▶ End silos

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- ▶ End silos
  - ▶ Create a customer-centric, data-driven culture

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- ▶ End silos
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    - ▶ Redefine critical future skill sets



# Talent: Action Steps

- ▶ End silos
  - ▶ Create a customer-centric, data-driven culture
    - ▶ Redefine critical future skill sets
      - ▶ Train to the facts, not intuition

# Technology

# Differentiators: Technology

Model

Talent

Technology

Adaptive  
“New Model”

- Strategy
- Analytics/data
- E-Commerce
- CRM / Apps

Foundation  
“Old Model”

- Transaction center
- Inventory
- ERP centric
- Infrastructure

# Technology: Action Steps

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- ▶ Define clearly what customer centric means for your company

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- ▶ Define clearly what customer centric means for your company
  - ▶ Build a omnichannel roadmap

# Technology: Action Steps

- ▶ Define clearly what customer centric means for your company
  - ▶ Build a omnichannel roadmap
    - ▶ Embrace a platform strategy

# NetSuite Wholesale Distribution Evolution

A strategy for distributors to meet the challenge of today's disruptive times.



1 SL Associates - Results as Measured in Comprehensive Study of NetSuite Customers  
 2 Forrester Research, Q2B e-commerce sales will top \$1.0 trillion by 2020, April 2, 2015  
 3 In 100 Days is only for the Remediate phase  
 4 SL Associates - Results as Measured in Comprehensive Study of NetSuite Customers



# Differentiators

	Model	Talent	Technology
Adaptive "New Model"	<ul style="list-style-type: none"> <li>• Profitability</li> <li>• Cost to serve</li> <li>• Service value</li> <li>• Process</li> </ul>	<ul style="list-style-type: none"> <li>• Culture</li> <li>• Leadership</li> <li>• Work smarter</li> <li>• New skills</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy</li> <li>• Analytics/data</li> <li>• E-Commerce</li> <li>• CRM / Apps</li> </ul>
Foundation "Old Model"	<ul style="list-style-type: none"> <li>• Optimize</li> <li>• Sales</li> <li>• Product</li> <li>• Transactions</li> </ul>	<ul style="list-style-type: none"> <li>• Solos &amp; silos</li> <li>• Qualifications</li> <li>• Work hard</li> <li>• Product/Sales</li> </ul>	<ul style="list-style-type: none"> <li>• Transaction center</li> <li>• Inventory</li> <li>• ERP centric</li> <li>• Infrastructure</li> </ul>

Questions?

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