

# Customer and Inventory Data

## Access – No waiting required

In today's world, intelligence is incorporated into everything from phones and cars to appliances. **Data is being captured as never before. The problem is that this data is often locked safely away in a file where direct access is impossible.**

The challenge is being able to access the data and then make it available in a meaningful report. Spreadsheets from different departments can be difficult or even impossible to merge, and getting answers to pressing business questions is all too often a very time-consuming and labor intensive process.

**ProTrac's Business Intelligence (BI) solutions** has addressed these challenges and provides a competitive advantage that small to mid-sized wholesalers have never had.



### Bailey Electric Strengths

Strengths
147 products purchased regularly
Purchases THHN-21-BRN-29STR-CU-600SIR on average every 3 months.
Purchases THHN-21-GRY-29STR-CU-600SIR on average every 2 months from 2/18/2011.
Purchases THHN-21-GRN-29STR-CU-600SIR on average every 3 weeks.
Purchases THHN-21-ORN-29STR-CU-600SIR on average every 8 weeks.
Purchases THHN-21-PNK-29STR-CU-600SIR on average every 7 weeks from 6/9/2010.
Purchases THHN-21-PUR-29STR-CU-600SIR on average every 5 weeks from

**ProTrac has Integrated Sales Matrix** into our offering. This information is available at the **COUNTER, SALES DESK, OR ON YOUR LAPTOP** and coming soon to your **I PAD**.

**SALES REP TRAINING TIME – 5 MINUTES  
INSTANT CUSTOMER ANALYSIS – INVALUABLE**

**Bailey Electric** has just walked into your show room. Before they reach the counter, your counter person knows what they are buying, if margins are headed up or down, what they are not buying, and what they used to buy from your company, but no longer buy from you.

**THIS IS  
USING DATA WHERE IT DOES THE MOST GOOD**

### Bailey Electric Opportunities

Opportunities
Other customers in Class - 1882 purchased:
36 other_1882 customers bought G6 6/7 GROUND ROD CLAMP.
35 other_1882 customers bought Westgh SPC PRICE.
34 other_1882 customers bought GR4167 6/7-X7 GALV GROUND ROD.
33 other_1882 customers bought NM-B-23/1-CU-WG-160CN WIRE.

**What products are other contractors buying? Is Bailey buying from competition?**

**This is an opportunity to sell more products to an existing customer.**

### Bailey Electric Weaknesses

Has stopped buying 71 Products
Purchased DAYB WB141-CP-UNV-2/1EB on average every 11 days from 6/22/2011 to 8/19/2011, but has not purchased for the past 4 weeks.
Purchased KS14 1STR SPLIT BOLT CONN on average every 12 days from 7/6/2011 to 8/12/2011, but has not purchased for the past 5 weeks.
Purchased Westgh C410PRP1 on average every 2 weeks from 6/23/2011 to 8/5/2011, but has not purchased for the past 6 weeks.
Purchased ASSEMBLED ENCLOSURE on average every 10 days from

**Bailey has stopped buying 71 products that they used buy from you.**

**Is there a problem or has their market changed?**