To be competitive, wholesalers need to stay up to date. Outdated enterprise resource planning (ERP) systems can stymie wholesalers in painting, carpeting, and other wholesale sectors, hindering business operations.

An ERP solution that works with Microsoft Dynamics 365, an app for Microsoft Dynamics 365 Business Central by Microsoft partner GWS, enables wholesalers to automate workflows and unify systems.

Facilitating B2B commerce with automation and simplicity. With <beat/> and its integration with Microsoft services, wholesalers can increase productivity and business-to-business commerce.
GWS, a longtime Microsoft partner with products based on Dynamics 365

With more than 28 years of expertise, 460 employees, and 1,300 customers, GWS (GWS Gesellschaft für Warenwirtschafts-Systeme mbH) has become a market leader in the wholesale and distribution industry. Based in Germany, GWS offers innovative merchandise planning and control systems, as well as combined solutions, that accelerate and optimize trade processes.

GWS has been a Microsoft partner for 28 years and based its products on the Dynamics 365 portfolio. GWS also offers customers industry-specific functions to meet the individual requirements of their market. Its <beat/> app, available on Microsoft AppSource, supports the Essentials and Premium editions of Dynamics 365 Business Central and is a customized cloud-based ERP solution for wholesalers.

Search designed for wholesalers’ large master data volumes

To succeed in an increasingly challenging economy, wholesalers need a well-tuned supply chain and the ability to manage customer and vendor requirements. To be competitive, they must ensure that systems work together and that their processes run smoothly.

<beat/> provides secure and flexible multichannel retailing with ERP-specific features, empowering wholesalers to automate and improve workflows. Full-text search, based on Microsoft Azure Cognitive Search, is designed for the particularly large master data volumes in wholesale. Customers can search and filter any terms – from manufacturer name to manufacturer article number to parts of an article description – speeding up order entry. Through integration with Dynamics 365 Business Central and Microsoft Power Platform, <beat/> provides visualization and business insights.

Customizations can handle industry-specific demands. For example, paint wholesalers can separate stock of a base color and a tinted color; separate tinting and picking by assembly order; and enter and maintain price groups when entering sales orders. Carpet sellers can view inventory by lot number or by roll, and they can process roll quantities in running meters or square meters. A direct conversion to running meters and square meters is made to facilitate identification of the appropriate carpet roll.

<beat/>’s simple process to submit an offer or order saves time. Functionality like price units, advanced drop shipment, and check and release for delivery notes and many more features makes business-to-business commerce more efficient. And because <beat/> is Software as a Service, it is always based on the newest version of Dynamics 365 Business Central.

“Our long-term partnership with Microsoft enables us to focus on our customers’ industries and their specific needs, while Microsoft ensures that the user experience is always ahead of the market.”

- Achim Scheuss, Head of Product Management for <beat/>, GWS