

Consumer Packaged Goods Solutions

Gain a Competitive Advantage with Higher Customer Satisfaction through Greater Efficiency and Streamlined Order Fulfillment.

Consumer Packaged Goods distributors face increased competition and declining margins, requiring them to seek innovative solutions to help them minimize costs while improving fulfillment speed and accuracy.

Western Computer's integrated ERP solutions for Consumer Packaged Goods, built on a foundation of Microsoft Dynamics 365 and the cloud, address the challenges of the CPG industry and help your company increase profits and customer satisfaction.

TRANSFORMING HOW CPG DISTRIBUTORS COMPETE

Western Computer has over 30 years of experience in the distribution industry and has architected modern Dynamics ERP solutions to CPG companies meet their challenges. We are a Microsoft Partner of the Year Finalist and Inner Circle Member (the top 1% of partners worldwide). We collaborate with you to ensure your technology will help meet your goals and grow with you. And we will be there every step of the way with innovative solutions to support your continued success.



Profitability

Low margins require solutions that reduce overhead and improve operational efficiency through automating routine tasks, eliminating redundancies, and utilizing advanced data analytics more effectively



Visibility

CPG distributors need real-time visibility across the organization to track inventory levels, anticipate demand, optimize logistics, and manage costs (labor, freight, material, etc.) for strategic decision-making



Flexibility and Scalability

Growing CPG distributors need flexible solutions that scale with them as they respond to changing market demands, such as introducing new product lines, expanding operations, or supporting multiple sales channels and eCommerce



Accuracy

The need for efficient pick/pack/ship processes requires optimized resource allocation and faster and more accurate order fulfillment, which increases customer satisfaction, loyalty, and retention











Reducing Inventory Carrying Costs

Overstocks create unnecessary overhead, while stockouts can lead to high-cost rush orders that can be avoided using AI-based tools for more accurate supply and demand forecasting

A Scalable Cloud Solution for CPG Distributors Based on Microsoft Technology that Checks All the Boxes

Get a complete CPG solution that addresses all your challenges. Built on Microsoft Dynamics 365, this full-featured ERP solution ensures business productivity, scalability, and security to ensure competitiveness and profitability.

-  **Full CPG Capabilities:** Eliminate manual processes and spreadsheets with functionality for inventory management, forecasting, fulfillment, and reporting to improve productivity and reduce errors. Eliminate waste, respond to changing demands, and ensure quality and compliance.
-  **Flexibility and Scalability:** The Azure cloud provides a flexible, secure platform that can scale with your company as it grows. Easily add computing power and increase data storage as needed, and leverage AI-powered tools for advanced data analytics and proactive decision-making.
-  **Compliance:** Ensure compliance with industry regulations, including tracking by serial and lot numbers, maintaining records for audits and recalls, and safeguarding customer data per national and international data requirements.
-  **Security:** Rest easy with enterprise-level security features, including data encryption, intrusion detection, backup and restore functions, disaster recovery, and failover capabilities, all with 99.9% uptime.
-  **Integrations:** Microsoft Dynamics 365 integrates out-of-the-box with Power Platform, Azure applications, and Microsoft 365 (Office), as well as most of the world's leading business applications (e.g., CRM, WMS), allowing you to tailor your solution to your needs.
-  **Productivity and Collaboration:** Give all team members access to the data they need with collaboration tools that let staff from different geographical areas share information and ideas using Teams, Outlook, and SharePoint.
-  **Advance AI Capabilities:** Use Microsoft Copilot to automate routine tasks, uncover hidden information in your data, or create your own apps to create a competitive advantage.
-  **Visibility Across the Enterprise:** Leverage powerful and customizable reporting for visibility across the entire company. Use Power BI to drill down into your data to identify market trends, improve performance, and advise the leadership team in strategic decision-making.

Ranked #1 out of 463 companies by G2 in Microsoft Consulting Services and User Satisfaction and 105+ high customer ratings



Choose Western Computer: Empowering Giants of Tomorrow in Consumer Packaged Goods

With decades of Microsoft and F&B experience and products we've developed, we help you tackle your challenges today and set you up for success down the road with our Managed Support Services.

Distribution Apps Available from Western Computer

We have helped hundreds of distributors simplify the most complex processes they face with IP developed by our knowledgeable team.

365ContainerImport by Western Computer

- Measure margins more accurately.
- Capture landed costs of goods in real-time—including transport costs.
- Avoid unwelcome financial reporting surprises.
- Track container transports to know the status of in-transit goods.

365TradeManagement by Western Computer

- Solve complex calculations.
- Track royalties, rebates, co-ops, and commissions.
- Offer flexible promotions and pricing.
- Arm the sales team with promotions to win more opportunities.
- Meet big-box retailer compliance requirements.

365ParcelShip by Western Computer

- Generate accurate shipping costs for every order.
- Enable more sales by offering rate shopping and shipping quotes.
- Automate warehouses with hand-held scanners.
- Leverage low-cost shipping options for customers.
- Proactively monitor order fulfillment.

Advanced Order Management

- Enable omni-channel sales and delivery.
- Increase sales by listing products on multiple sales channels such as Amazon and Walmart.
- Expand sales by integrating with direct-to-consumer platforms such as Shopify, Magento, and BigCommerce.
- Deliver immersive experiences and communicate efficiently by offering B2B portals to customers, partners, and vendors of in-transit goods.
- Centralize order management of multiple sales channels.
- Monitor order fulfillment proactively and manage by exception.
- Extend communications with your trading partners portal.