



DISTRIBUTOR INNOVATION

# **3 TECHNOLOGIES TO NAVIGATE THE NEW DISRUPTION ECONOMY**



# Distributor Innovation

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# 01. Executive Summary

Today, disruptions within the construction industry are causing wholesale distributors to reckon with what experts have begun to call the “new normal.” The change to business-as-usual is here to stay and it’s causing business owners to make changes and move fast to stay successful and survive the harsh business climate.

**It’s undeniable. The construction industry is undergoing a radical change to adapt to lasting harsh conditions.**

Construction sites across the country are being shut down or are facing disrupted supply chains. Distributors have had to comply with policies limiting face-to-face contact, and businesses are operating at higher demand with less staff availability. In addition, capital gains are shifting towards bigger players, acquisitions, and new VC-funded, tech-centric distributor start-ups.

If distributors plan to succeed in this changing space, they must consider making strategic decisions and investments in digital technologies centered around labor efficiencies and customer convenience.



In this report, we will discuss:

- The top three reasons construction is on course toward a “new normal” going into 2023.
- What implications the “new normal” may have on distributors.
- Three forward-thinking technologies you can implement to set your business up for success.

## 02. Sources of Disruption

Estimates coming out of a June 2020 industry analysis by McKinsey & Company report that:

Distribution's 8-12% share in the construction industry's total value pool is estimated to shift by 3-5% in the next decade and be redistributed amongst distributors that can overcome disruption [1].

For businesses that capture shifting value fully, total profit pools could double.

This shift represents just a fraction of a drastic reshuffling of the value pool that will shake the entire construction value-chain operation.

The McKinsey & Company report also surveyed various segments of the construction value chain and found that 78% of respondents expect that the industry will have changed radically in the coming 20 years [1].

That's certainly a harrowing notion, but now is most certainly the time to act.

There are three major origins of disruption that have been moving the needle on distribution within the past five years:

1. Consolidation, new players & VC funding implications

2. Impacts of COVID-19 (supply chain & labor scarcity)

3. New buyer behaviors & expectations from a changing contractor marketplace

With billions of dollars in potential gains on the table for fast-movers and forward-thinkers, survival is on the line for distributors that refuse to adapt in time.

**+/- 3-5%**

[1] Rockhill, David, et al. "The next Normal in Construction: How Disruption Is Reshaping the World's Largest Ecosystem." McKinsey & Company, 20 Oct. 2020.



## 02. Sources of Disruption

### **Consolidation, New Players & VC Funding Implications**

Big-box stores and incumbent players have taken advantage of recent disruptions. Their domination has caused a ripple in the total revenue distribution. Amazon and Lowes were quick to control significant aspects of their supply chain and set up eCommerce stores, online ordering, order tracking, and live inventory management. These large corporations were able to not only bear the loss of business more effectively due to their size, they were able to win the business lost by their competitors and, in many cases, acquire them.

Another aspect of the competitive landscape has been start-ups



entering the market with online storefronts, digital logistics operations, and customer-centric technology tools built into their buying processes. These start-ups have not only been quick to find a foothold in the revenue pool over the past couple of years, but they have also received the majority of funding from venture capital in 2020 – with 40% of the total share of VC funding rounds allocated to online marketplaces [2]. Since COVID-19, these numbers have grown at an accelerated pace.



**40%**

[2] Smit, Hirt, et al. "Safeguarding our lives and our livelihoods: The imperative of our time." McKinsey & Company, 14 Dec. 2020.

## 02. Sources of Disruption

### Impacts of COVID-19

**Business had to change to accommodate the pandemic since 2020. While the severe short-term downturn of economic activity is expected to “return to 2019 levels by 2023.” The lasting impacts that it will have on business operations will be felt for far longer [3].**

The more immediate impacts created by COVID-19 include interruptions in materials supply chains, suspended production, and “closed doors” amongst companies throughout the industry chain. It has also exacerbated existing disruption for distributors like rising materials costs and skilled labor scarcity.

Distributors not already using smart logistics technology and customer communication tools in their operations were forced to make bold moves. Many distributors implemented technology or reallocated resources and cut growth targets into a survival-first operating mode.

Scarcity in skilled labor ranging from warehouse workers to truck drivers has also caused head-scratching for distributors not already utilizing technology

focused on labor efficiency, logistics, and a better customer experience. For many, labor scarcity has caused employee burnout in addition to delays in order processing and delivery. As a result, business profitability has suffered and contractors have begun to source materials elsewhere.

With 41% of the current workforce on track to retire by 2031 [4], The new generation of workers is more invested in utilizing technology for business operations than traditional work processes.

[3] Smit, Hirt, et al. “Safeguarding our lives and our livelihoods: The imperative of our time.” McKinsey & Company, 14 Dec. 2020.

[4] Rockhill, David, et al. “The next Normal in Construction: How Disruption Is Reshaping the World’s Largest Ecosystem.” McKinsey & Company, 20 Oct. 2020.



## 02. Sources of Disruption

### Labor Shortages

Since 2018 there have been more job openings than people looking for work. There was a brief period at the beginning of the shutdowns due to the pandemic when this was not the case. Today the disparity between job openings and available workers – **approximately 1.5 openings for every job seeker** – is the most extreme it has ever been, according to the Wall Street Journal.

Julia Pollak, chief economist for ZipRecruiter, told the Wall Street Journal [5]:

**“That’s the lowest ratio of unemployed people to job openings we’ve ever seen and that is contributing to unprecedented tightness in the labor market.”**

[5] Rubin, G. “Jobs Gap Has Grown to Two Unemployed Workers Per Three Openings Since Summer.” Wall Street Journal. 08. Dec. 2021

### The Great Resignation

The employees’ market has led to what many are calling “The Great Resignation” or “The Big Quit.” **A record 4.5 million workers left their jobs in November of 2021**, according to the Labor Department and as reported by CNBC [6].

[6] Smith, M. “Professor who predicted ‘The Great Resignation’ shares the 3 trends that will dominate work in 2022.” CNBC. 14 Jan. 2022.

**4.5 million**



Although there are many reasons why employees leave their jobs, engaged employees who find their work meaningful and fulfilling are more likely to remain at their job. According to a research report from The Society for Human Resources, respectful treatment of all employees at all levels scored the highest for job satisfaction aspects rated as very important by employees, while opportunities to use skills and abilities in work was just below [7].

For a tradesperson with specialized skills that they take pride in using, the goal is usually to apply that skill for an employer who will respect and appreciate them. Let's say you're an electrician working at a construction site. While working, the general contractor realizes they are short on materials. Waiting until the next day for the materials will throw off the schedule and negatively affect the bottom line. So, the missing materials must be purchased and brought to the site as soon as possible.

Pulling an electrician off the job so they can go shopping may leave them feeling annoyed. "Is this why I'm here? I'm a trained specialist." The electrician may decide to go somewhere else where their skills are used ideally and respected. It's important to allow employees to use their skills productively. It will help employers retain employees as they will feel greater job fulfillment.

[7] The Society For Human Resource Management. "Employee Job Satisfaction and Management: Revitalizing a Changing Workforce." SHRM. Apr. 2016.





## 02. Sources of Disruption

### Supply Chain

Supply chain disruption was arguably the most impactful business story in 2021, as it was discussed and reported extensively. Anyone who goes shopping has seen empty shelves or sees the out-of-stock notices online knows the severity of the issue.

In 2021, there were 11,642 supply chain disruptions worldwide, with North America having the highest share, according to Statista. To put that into context, in 2020, there were 6,192 supply chain disruptions and 3,700 in 2019 [8].



Besides being frustrating and leading people and businesses to pivot, disruptions are costly. As they say in business, time is money. Whether you're a distributor serving as a middleman or a business (plumbing, for example) dealing directly with consumers, unavailable products can damage your business.

[8] Mazareanu, E. "Number of supply chain disruptions worldwide from 2019 to 2021." Statista. 21 Jan. 2022.

When a distributor does not have a product or can't deliver it, businesses will simply look for the product elsewhere. Distributors can't expect a plumbing business owner to wait until the product is in stock. **Over 75% of customers, say it's easier than ever to take their business elsewhere**, according to a digital marketing company [9].

**Customer retention is valuable, as a 5% increase can lead to a 25% increase in profit**, according to Hubspot, since repeat customers spend more [10]. Keeping customers happy is great business. Hubspot found **"...72% of customers will share a positive experience with six or more people."**

Smart distributors that keep stock in supply are better able to retain customers. However, it's only one step. The ability to get stock promptly delivered to the site where the plumber is working is the way to make the plumber a happy customer. This requires a dispatch system so the package can be assigned to a route and vehicle.

After all, the goal of the plumber is to service their customer on time. This helps their business because it allows them to use their time productively, which requires having products on site as needed.

[9] Hou, Z. "8 Key Statistics from Salesforce's "State of the Connected Customer." Convince & Convert. 21 Sept. 2018.

[10] Amaresan, S. "Why Customer Service is Important: 16 Data-Backed Facts to Know." HubSpot. 10 Jan. 2022.



## 02. Sources of Disruption

### **New Buying Behaviors & Expectations from a Changing Contractor Marketplace**

Buying behaviors that have become standard in the B2C space are now expected by B2B buyers in the distribution space. The policies and accommodations put in place through the COVID-19 pandemic only accelerated this trend.

Contractors are operationalizing their buying process around crucial factors such as just-in-time delivery, immediate streamlined service, personalized buying experiences, and visibility into ordering logistics and inventory. They want their business purchasing to reflect the convenient and efficient ways they purchase at home, and the businesses that are offering these new, innovative services are seeing the rewards.

92% of construction workers report that they use their smartphones every day at work, and they expect that business operation to bleed over into how they buy from their distributors [11].

Moreover, contractors expect efficiencies built into their buying process through tracking and supply, real-time notifications, automation, and simple communication, all of which are conveniences built into the technology tools operationalized by those distributor businesses seeing success through this shift in buyer expectations.

**92%**

[11] JBKnowledge. "Construction Technology Report 10th Edition." [contechreport.com](http://contechreport.com) Dec. 2021.

## 03. Implications of the New Normal

The “new normal” calls for distributors to move fast and make investments in operations and logistics technologies if they want to benefit from the profit pool shift in the coming years.

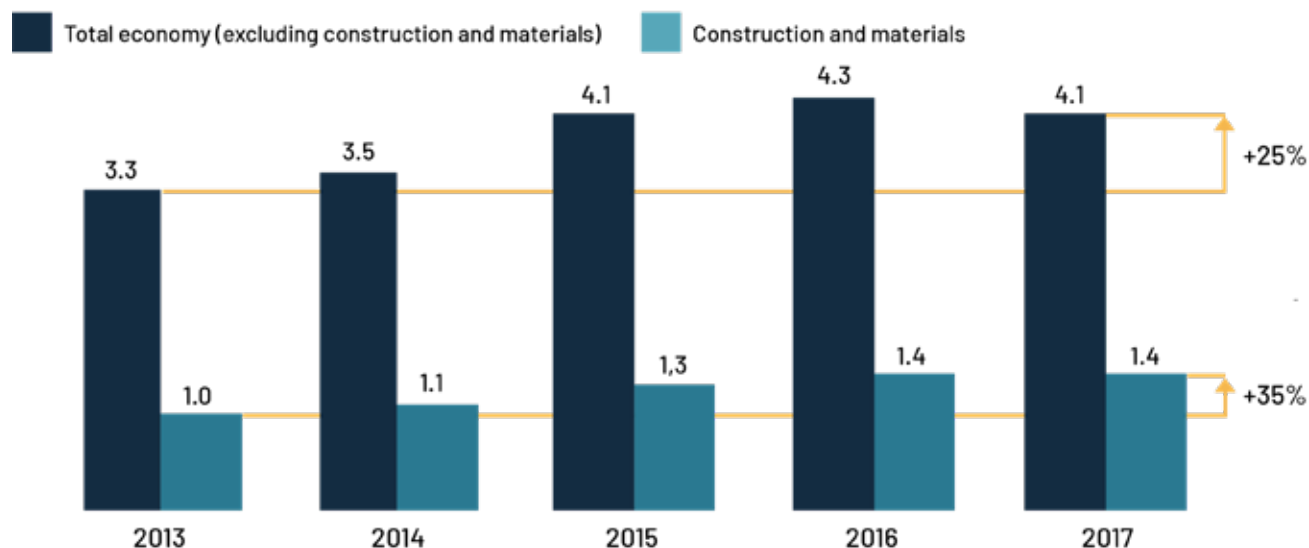
In the past decade, research, development, and investment in technology have flooded the construction industry at levels that dwarf other industries, with a 40% compound annual growth rate from 2012 to 2018, 13% higher than other industries throughout the economy [12].

**+13% CAGR**

[12] Smit, Hirt, et al. “Safeguarding our lives and our livelihoods: The imperative of our time.” McKinsey & Company, 14 Dec. 2020.

**R&D spending in the construction industry has increased faster than the rest of the economy.**

Benchmark of R&D spend of top 2,500 companies globally, R&D spend as % of net sales



With the value-chain profit pool distribution shifting, a rising need for enhanced business efficiencies to combat disruption, and stricter demands from a changing contractor buying base, distributors investing in technology for their business signal a unique opportunity to take advantage of disruption and set themselves up for great success going into the future.

Technologies that make it easier for contractors to do business with you and easier for your team to do their jobs are paramount for continued success in a changing market.

**Companies that move fast and invest in technologies could capture a large segment of the value shift while benefiting their customers' businesses in the process.**





## 04. Adopting Technology to Get Ahead

There are many technologies and combinations of tools out there today to give your company a head start. When looking into technology initiatives, plan your integrations based on:



### **Meet the needs of your customers.**

They want to do business with you in a way that saves them time in their day, keeps them in the know, is personalized, and is convenient. Onboard technology that makes it easier for your customers to do business with you.



### **Meet the needs of your staff.**

Integrate technologies that allow your team to do business faster, easier, and make fewer mistakes. Get the most out of your team and avoid burnout.

The following are three technologies built for distributors that not only meet these two requirements but are also easy to integrate and onboard with your current business processes. That means you can move fast, get these operationalized, and modernize your business for the "new normal."



## 05. Technology to Get Ahead

### **Text Messaging Communication Platform**

Contractors, along with the rest of the buyer ecosystem, are increasingly adopting and relying on new and convenient technologies in many aspects of their daily life. They're using Uber over taxis; they're watching Netflix instead of renting DVDs; they're online banking instead of depositing checks with a teller; they're looking for ways to increase efficiency in their routine and get some time back in their day.

Text messaging offers a non-disruptive technology into a distributor's communication toolset that allows their customers the speedy convenience of sending in pictures, orders, and questions in the same way they would communicate with their friends and families. Integrated texting solutions offer distributors the convenience of texting and a myriad of benefits ranging from labor efficiency to order accountability.



## The Rise of Text Messaging in Distribution

Smartphone applications and text messaging have quickly become not only ubiquitous in our daily life, but they've also become a fixture in the way we do work.

**92%**

of construction workers report that they use smartphones every day at work [13]

**94%**

of contractors report they would text their distributor if they had the option [14]

This trend isn't surprising when following the relationship between new technology adoption and consumer buying behaviors. Contractors want to send text messages because it is more efficient to send a picture of a part instead of calling in, being put on hold, and listing off the series of numbers and letters on the nameplate.

They want to save time by sending their shopping list through text and receiving confirmation of their order within minutes.

The added value that texting provides distributors' customers is highlighted by the internal benefits that texting has demonstrated amongst businesses within the past two years of its growing demand.

Plain and simple, text messaging outperforms email and phone calls for customer service and effective communication strategy.

Text messaging is faster, which adds up to increased efficiency, time savings, and convenience across the board for distributors and their customers.

[13] JBKnowledge. "Construction Technology Report 10th Edition." [contechreport.com](http://contechreport.com) Dec. 2021.

[14] Largent, C. "Report: Contractors Speak Out." HMI Performance Incentives 10 Aug. 2021.

Smartphone applications and text messaging have quickly become not only ubiquitous in our daily life, but they've also become a fixture in the way we do work.

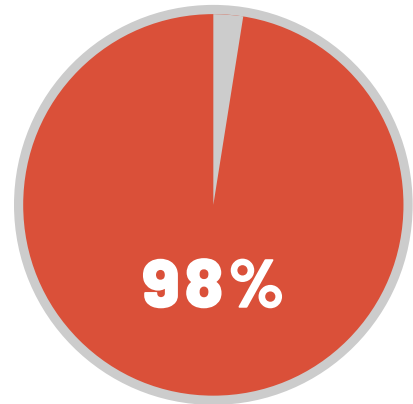
**95% of text messages are responded to within 3 minutes of delivery** [15].

When it comes to phone calls, it can be tedious, often frustrating, for customers and distributors alike to dial in, wait on hold, and often leave a voicemail message that may or may not get heard. Phone calls consume more time in a day than is necessary to inform customers of things like order updates or add an item to an existing order.

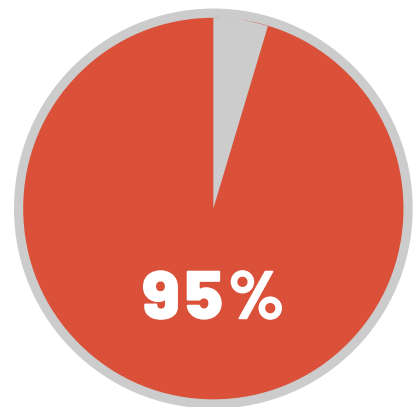
Text messages have the highest open rate of all forms of communication from businesses, with an astounding **98% open rate compared to 20% from emails** [15].

Text messages get opened, ensuring accountability and reducing times spent on re-calling or customers calling in for updates that you already delivered via voicemail. Unopened emails and voicemails that don't get listened to don't just amount to wasted time, they introduce the possibility of miscommunication and, for phone calls in particular, the lack of records about the exchange can create accountability issues.

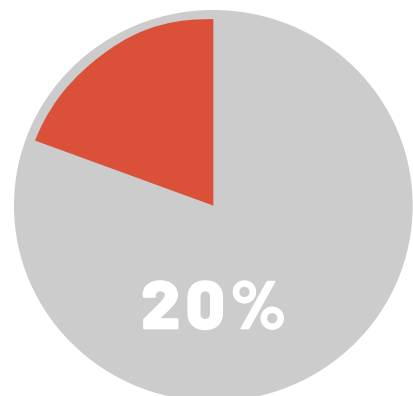
98% of all text messages are opened



95% of all text messages are responded to within 3 minutes of delivery.



20% of all emails are opened



[15] Lew, M. "SMS Marketing Statistics 2021 For USA Businesses." SMS Comparison. 08 Dec. 2021.

## 05. Text Messaging Communication Platform

### **Combatting Employee Burnout**

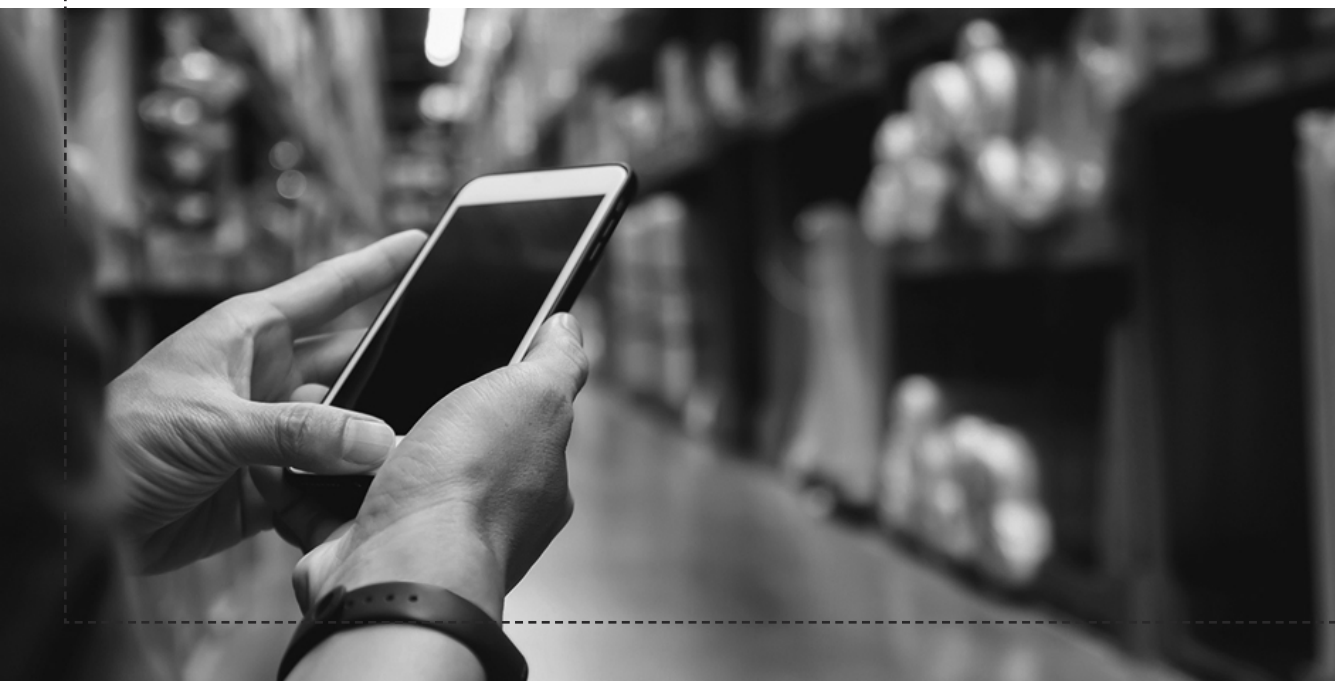
Current research has shown one of the leading factors for reduced employee engagement and increased turnover, is employee burnout. Among the tactics SHRM recommends to prevent employee burnout, the right technology can in fact help you to adjust workloads.

While multiple factors can influence burnout, having the right tools to efficiently meet the needs of the changing marketplace is a major contributor to helping employees manage their productivity and preventing employee burnout.

Texting platforms are designed to help distributors in this area by easing the time constraints on branch and counter staff. Distributors using texting tools have reported saving as much as 9 hours per employee each month [17]. The text messaging channel freed them of time previously spent fielding calls, placing customers on hold, and responding to other incoming communications.

With the ability to service customers more quickly and effectively, employees experience less stress, have the ability to complete their work easier, and tend to tasks often placed on a backburner that can add up and contribute to mental fatigue and disengagement.

[17] Prokeep. "Embracing Change: How Texting for Business Helped Johnstone Organizations Increase Revenues." Prokeep.com. 03, Jun. 2021.



## Key Benefits of Text Messaging Communication Platforms Summary

### Time Savings

A picture is worth a thousand words. And when a contractor calls in with a thousand words, that's minutes of hold time for your other customers. By opening a communication channel where customers can send in pictures, orders, and questions, distributors open their phone lines for essential calls while doing non-urgent and transactional business through a streamlined process.

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### Accountability

Organizations that aren't already using text messaging to receive order information are no strangers to mistakes in customer orders. Whether they're internal mistakes caused by a counter staff mishearing a segment of a part number (e.g. entering a N instead of M) or from a customer claiming they said something over the phone that never got documented, mistakes hurt business. A texting solution can serve as a source of truth for all order information. Every text message conversation is logged and can be recounted when needed for future reference. Typed part numbers or pictures of the SKU hold customers and team members accountable when reviewed and ensure accurate orders are entered into the system.

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### Convenient & Easy to Adopt

Text messaging is a standard way to communicate with friends and family. Within the past two years, it has found its place in business communications through promotional messaging, receiving order updates, or texting the business directly. From a contractor perspective, texting into a distributor's location is nothing revolutionary, especially since construction is ranked 4th in the top industries utilizing text messaging.

## **Built-in Solutions: Text Messaging for Distributors**

Integrating text messaging at a branch by distributing employee phone numbers or giving out company cell phones can effectively engage customers via text but comes with inherent risks. Some employees might go on vacation, be in the warehouse, or put their personal phone on mute during business hours, and the conversation with the contractor goes unheard. Because the conversation is on a private 1-to-1 channel, the employee owns the company's communication history with that contractor. Worse, when an employee who has a text history with a contractor leaves the company, that communication history disappears with them.

That's why distributors are turning to forward-thinking text messaging solutions like Prokeep, built specifically for distributors and easily integrated with their company's existing technology systems. Built-in texting solutions offer all of the benefits of text messaging by allowing contractors to send texts directly to the branch's main number that they already call. These texts are then centralized in one inclusive system and can be answered directly from a counter computer or a mobile app. This way, all inquiries are addressed as quickly as possible, and all records are kept in one place.

**In wholesale distribution, texting is here to stay.**

Millions of dollars of opportunity are out there, and it's all just a quick text away. How the distributor embraces these trends in business communication, such as by using modern text messaging solutions, will determine the opportunity gained.



### **Messaging Built for Distributors**

[www.prokeep.com](http://www.prokeep.com)



## 05. Technology to Get Ahead

### Smart Lockers

Both contractors and businesses are looking for ways to get things done faster. Smart lockers help contractors quickly pick up their orders, and help businesses make order handoff more efficient.

#### What is a Smart Locker?

Buy online, pick up in-store (BOPIS) offers fast digital ordering with pickup whenever it's convenient. Smart lockers complete the digital journey, providing a self-service option for picking up orders without waiting in line – or even entering the store.

Software-based smart lockers automate order handoff, notification, and distribution. When a package is put into a smart locker, a message is automatically sent to the order recipient, alerting them their package is ready to be picked up.

The package recipient may receive a notification via email, text, or in a mobile app, and typically contains a one-time code to enter or scan at the locker to open it. And voila – the package is there ready and waiting.



## How Smart Lockers Improve Order Pickup

### Speed & Convenience

Busy customers don't like to stand in line, and may even leave if they see one. With self-serve smart locker pickup, customers don't have to wait at the service desk, or even go inside. They simply park their vehicle, enter their code, and take their order in seconds. If the lockers can be placed outside or in a vestibule, orders are available to pick up 24/7/365.

The lockers also provide a convenient, contactless option that many people have come to prefer.

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### Security

Smart lockers are sturdy and can be accessed only by the package recipient, so package theft is a thing of the past. Once the order is placed in a locker, the compartment can be opened only with the one-time code. The order will stay secure until it's picked up, and there's no risk of order mix-ups or theft.

Retailers or wholesale distributors can place cameras to surveil the lockers and help patrol the area. In addition, they can use a camera system that records people picking up their packages from the locker to prove the processes occurred as intended.

### New Distributor Efficiencies

From the distributor's perspective, smart lockers provide labor efficiencies, too. Every customer who picks up at a locker is one less customer in the service desk line. That frees those employees to focus on customers who need their expertise.

Loading orders is fast and easy for employees, too. and once it's loaded they can go back to other tasks. They don't have to wait for the customer to arrive to know the order will be picked up securely.

Some smart lockers offer powerful software with real-time visibility of orders. By integrating with existing enterprise systems, businesses get seamless visibility across the life of the order. This can provide insights about pickup activity, the time it takes to deliver orders to the lockers, and how long it takes for orders to be picked up. Armed with this new information, businesses can optimize their workflows and processes, whether at one branch or across all locations.



[www.apexorderpickup.com](http://www.apexorderpickup.com)

## 05. Technology to Get Ahead

### **Smart Delivery & Logistics**

In 2021, the United States gross domestic product grew 5.5%, its fastest rate since 1984. Some of the factors that led to the high growth remain in 2022, including high consumer demand, which makes up nearly 70% of economic activity. The large amounts of stimulus the government pumped into the economy allowed many households to save money during the pandemic. And many consumers want to continue spending. However, businesses have been struggling to meet consumer demand. Smart delivery solutions can help businesses meet consumer demand and raise their bottom line.



## Fleet Augmentation

The reasons behind supply chain disruption go beyond the scope of this article. However, one key reason is a shortage of truck drivers. **The American Trucking Association reports there is a shortage of more than 80,000 truck drivers**, as reported in Vox. Just how important are truck drivers in the United States? The same article reports that 72% of freight transport is done via truck [18].

The truck driver shortage trickles down and impacts delivery drivers as well. The package at your front door from Amazon, the DoorDash delivery, and more all require delivery drivers. Those who choose to earn a living or augment their salary via driving and delivery have a multitude of options. With so many job openings (as mentioned above), they may choose a different company to drive for.

The shortage has led to a dilemma for distributors. They have products on the shelves but are unable to get them to their customers.

**"This challenge is evident in the fact that last-mile delivery is the biggest cost driver in a typical supply chain, at 41%."**

[18] Kirby, J. "Where have all the truck drivers gone?" Vox. 2 Jan. 2022.



**80,000**

Perhaps distributors have an internal delivery service to handle last-mile, but keeping such a service staffed as needed is a constant challenge based on the issue noted above. Challenges related to maintaining a delivery service require more and more time to ensuring it runs as it needs to. This takes a distributor away from its core business.

Distributors can overcome this issue by turning to an outside courier for fleet augmentation. Whether the outside service augments the already existing service or functions instead of it, it can be very beneficial. When

working with an outside fleet augmentation service, distributors can rid themselves of their fleet entirely, so they can fully focus on their core business. Or they can turn to a fleet augmentation service as needed to allow them to ensure their customers receive products on time.

Though the challenges have grown, the issue of getting products to customers is not new. Distributors can turn to companies like Curri, a pro delivery service that has an all-in-one logistics platform that helps move material fast, reliably, and professionally.

# CURRI

**On-Demand Last-Mile Delivery for Building Materials**

[www.curri.com](http://www.curri.com)





## 06. Conclusion

The shifting value-pool, the COVID-19 pandemic, and changing contractor buying behaviors inspired an avalanche of change in construction and distribution. While the pandemic appears to be receding and the economy is slowly normalizing, the changes in distribution are here to stay. For distributors to thrive in this new era and take advantage of the shifting landscape, they must adapt – and quickly. Incorporating the services of companies, like Prokeep and Curri, and using smart lockers, can keep distribution operating at a pace customers have come to expect.

High customer satisfaction, lower customer acquisition cost, and higher profits is a trinity that every business strives for. Achieving all three aims requires companies to have a deliberate and thought-out plan. It also necessitates using best-in-class services – whether internal or external.

Relationships require good communication. Prokeep, a messaging platform that's built exclusively for – and by – distributors, helps streamline customer communications and improve customer relationships. And the key is texting, avoiding hard-to-read notes, and talking on the phone only when necessary. Ultimately, Prokeep allows distributors to serve more customers in less time.

**"Providing our customers the option to text our branches gives them a quick and convenient way to reach out to us from just about anywhere. Customers can easily text us requests with a few pictures and then we can simply text back with diagrams, updates, and pricing faster than ever. Prokeep has taken our business communications to the next level." Patrick Hitpas  
- VP of Product Support  
at Hoffman Equipment**



Curri helps distributors move material fast, reliably, and professionally. Companies that turn delivery over to Curri can focus on their core business: getting construction materials and satisfying customers. That's because Curri gets deliveries to your customers quickly, so construction materials are on location as needed.

"Because of COVID, the construction industry has innovated in one year what would take ten. Curri solves the costly wait times for construction supplies, they now arrive 'just in time' to the job site. It's a win-win - benefitting suppliers, construction professionals, and more importantly the American people as we build/rebuild post-COVID."  
Andrew Lee - VC Investor at Initialized Capital

Your customers also want frictionless pickup options. Apex lockers allow customers the ability to pickup their orders early before distributors open or after they close, whenever makes the most sense for their business process and site hours.

"Apex locker pickup has been a huge success for both us and our customers. It lets our customers pick up their order in less than 30 seconds at any time of the day, and it cuts down on long lines at the counter or after-hours openings. Our customers love the flexibility and time they save from using our lockers."  
Tim Janes - Process Manager at Johnstone Supply NJ

Fundamentally, as business changes, customer expectations change, and technology fills more gaps in work operations, distributors must be one step ahead and build processes that increase efficiencies and set them up for success.

Your goal is to be the perfect distributor, which means you need to be ahead of the curve and focus on your customer. Incorporating the services and technologies of Prokeep, Curri, and Apex is a step in that direction. These tools can work together and empower your business to thrive.

## 06. Appendix

Distributor Innovation:3 Technologies to Embrace the New Disruption Economy was written and produced in collaboration between Prokeep, Inc; Curri, LLC; and Apex Order Solutions, LLC; in March of 2022. All Rights Reserved.

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Want to learn more about how these solutions can work to level up your business to get ahead of disruption?

Follow the links below to get a demo and learn more:



**PROKEEP DEMO:**

[www.prokeep.com/demo](http://www.prokeep.com/demo)



**CURRI DEMO:**

[www.curri.com](http://www.curri.com)



**Apex DEMO:**

[www.apexorderpickup.com](http://www.apexorderpickup.com)