



UbiStor Advisor: Practical Insights for Successful Distribution Companies

Distribution: An Industry Under Pressure

The National Association of Wholesaler-Distributors (NAW) has a lot to say about the forces of change that are impacting their members. The association forecasts “a future in which the realities of the business environment differ from the past in extremely challenging ways. The traditional ways distributors make money and grow will be rewritten through a combination of external forces, such as the turbulent global economy, and strategic responses of innovative distributors“.

We hear about the major trends that influence our distribution clients, including the demand for (1) customer self-service and value-add services, (2) strategic sourcing, (3) fee-based services and pricing and (4) the emerging changes in logistics and fulfillment as distributors and 3PLs compete more directly. It’s a changing landscape that challenges every distribution company.

We believe that the most successful distribution companies will address these extreme challenges using a variety of strategies and resources that include making the *right choices* and finding the *right partners* whose best practices emphasize:

- Focusing on the organization’s *core* business
- Finding partners to fulfill supporting business functions
- Clarifying and prioritizing an organization’s key assets
- Leveraging high-priority assets to full advantage
- Protecting high-value assets to ensure *undisrupted* business operations

We understand the challenges the distribution industry faces. We’ve seen best practices in action. And, now we have some insights to share.

Insight Based on Our Experience

We understand the significant forces of change at work in the distribution industry because we successfully serve a number of distribution clients. By consistently working to understand their business concerns and aligning our services with their needs, we have developed a perspective that may be of value to progressive distribution executives. For example:

- Even in this tough economy some distributors are faring well – even growing – as they capitalize on serving markets that thrive in a poor economy such as parts replacement and disposable goods
- Growing or not, distributors need to be in a high state of “readiness” in order to capitalize on the impending economic recovery to effectively rebuild their financial assets and shareholder value

Reader Overview

- **Turbulence within the industry**
- **Best practices for tough times**
- **The power of partnership**

- A key asset in a true state of readiness is company business information – data about customers, transactions, partners and the entire supply chain that underlies the business
- Too many distribution company executives mistakenly believe that their company data is consistently protected and readily available *when it is not*.

Making the Right Choice and Having the Right Partner

Leaders in distribution companies need to **make the right choice** and begin now to determine their company “readiness” so that they can effectively act when their markets show signs of recovery. Leaders need to **prepare now** so that time is not lost when, finally, all-important new revenue gains can be realized. Further, distribution company leaders need to **focus on their core business**. They need to **have the right partner** to help ensure that high-value company assets – like data – are protected and accessible.

Our distribution clients often recognize us for:

- Helping to ensure their all-important company data is backed up, secure and readily available, ensuring timely execution of tactical actions and strategic plans
- Helping to quickly raise awareness about the pitfalls and downside of “believing you’re covered” when, in fact, you’re not – and taking rapid action to address that risk
- Being a trusted partner that provides data back-up and recovery services so that a leadership team focus on the core business is possible
- Keeping pace with them by providing sophisticated data back-up and recovery services to small organizations (including subsidiaries) as well as Fortune 1000 enterprises

Distribution companies that are not well-prepared to address significant changes in the industry will lose out. Those who are not in a state of readiness to capitalize on the economic recovery will be overtaken by more effective competitors.

Is your company in a good state of readiness? Are you well prepared? It’s time to make the right choice and find the right partner. Capitalizing on our consultative approach to assessing key elements of your organization’s readiness - specifically online data backup and recovery – may be exactly the right action to take now.

About UbiStor

UbiStor, Inc. is a privately-held, vendor-independent IT services company offering disaster recovery planning and related services. The company supports a complementary portfolio that includes managed offsite, online data backup and recovery scaling to private vaulting solutions, email archiving/journaling, consulting, and many other IT support services. Founded and led by Fortune 500 executives, UbiStor is dedicated to helping its customers achieve affordable data assurance, from consulting to constructing fully outsourced models. Whatever the challenge, UbiStor’s fully-tested solutions satisfy HIPAA, Sarbanes-Oxley, and SEC requirements. For more information, visit www.ubistor.com.