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WYNURA WHITE PAPER · WHOLESALE DISTRIBUTION

Availability and Answer Speed: The Distributor's Automation Case

Stock there when promised, quotes back in minutes, order questions answered instantly — the distributor's case for the Operations Stack.

By Sashi Maruvada · November 13, 2026

White paper · Operations Stack

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1 · Distribution is a promise business

A wholesale distributor sells two things: the product, and the promise around it — that it will be in stock, quoted accurately, and delivered when said. The product is bought; the promise is operated. And the promise is exactly where the week leaks: stock discovered short at the pick face, quotes that take half an hour to build and are never followed up, customers phoning to ask where their order is, and buyers spending mornings chasing suppliers for the dates the whole promise depends on. This paper works through the three pressure points — availability, quote speed, and answer speed — with the published evidence and its limits stated plainly.

2 · Availability: the stockout you find too late

Most distributors learn about a stockout from the worst possible messenger: the customer, or the empty pick face. A 375-brand study modelled the median stockout loss at roughly $21,000 a year — vendor-published and directional, as Wynura's evidence page states openly, but the direction is not in doubt. The operational failure is timing: reorder decisions made from memory or monthly counts, against lead times that do not care about either. Stock Alerts & Reorder watches on-hand levels against reorder points with lead time and safety stock already in the number, and fires at the point — while the order can still be placed in time. Demand forecasting ships inside the module; it is never sold on its own, because below roughly a thousand active items a disciplined spreadsheet is genuinely fine and honesty about that is cheap.

3 · Quote speed — and the follow-up that actually closes

Quotes that take 15 to 45 minutes by hand are drafted in 60 to 90 seconds from the live price and stock record (vendor-reported figures, stated as such). But the draft is the smaller win. Quotes die in inboxes: the follow-up depends on a person remembering on day three, in a week already filled with chasing. Quotes & Follow-Up schedules the follow-up when the quote is sent; it goes out on cadence and stops the moment the customer replies. The salesperson's judgement stays in the quote and the conversation. The remembering belongs to the machine.

4 · Answer speed: the 18–50% question

"Where is my order?" accounts for roughly 18–50% of support tickets on published data (Gorgias, via Redo). In distribution it is also a loyalty question: the dealer or contractor asking it has a customer of their own waiting. "Where Is My Order?" Answers replies instantly from the shared record — placed, packed, shipped, delivered — while your team sees the conversation instead of a ticket queue. Availability and answer speed are the two currencies a distributor can actually differentiate on; price is the third, and it is the one that costs margin.

Underneath all three sits the supplier chase: the dates your promises are built on. The one enterprise tool built purely for chasing POs starts at $30,000 a year; the 10–200-staff middle is unserved. Purchase Order Chase & Tracking runs that chase over plain email, on cadence, onto the same record the quotes and answers read.

> **Example — labelled as one.** Wynura's published calculator, at 300 supplier invoices a month and 6 hours a week spent chasing suppliers, computes **$32,400–$77,400 a year** of invoice-processing cost saved and **312 hours a year** of chasing handed back. Benchmarks: hand-processing $10–22 per invoice (APQC median $21.40); fully automated $0.50–$1.00. Your volumes will move the number; the calculator at wynura.com runs the same arithmetic on any inputs, and the POC replaces benchmarks with your actuals.

THE WYNURA APPROACH

5 · The Operations Stack, in stack order

MODULE 1 OF 6

Product, Market & Customer Analysis

Reads your catalogue, order history and market: what you sell, who buys it, on what cycle, at what margin — then sequences the rest of the stack around the demand that actually exists, refreshing as orders flow.

Who it's for: Manufacturers and distributors whose growth decisions currently run on habit and last year's orders.

What it replaces: Gut-feel product pushes, static market spreadsheets, and one-off reports that age out the month they are written.

MODULE 2 OF 6

Purchase Order Chase & Tracking

Chases every open PO over plain email on a set cadence, reads replies back onto the shared record, and keeps confirmation state live — so every order has a date, or a visible reason it doesn't.

Who it's for: Buyers and operations leads carrying dozens of open POs across many suppliers.

What it replaces: Mornings spent emailing suppliers for dates, spreadsheet trackers, and late deliveries discovered on the day they were due.

MODULE 3 OF 6

Invoice Checking & 3-Way Match

Checks every supplier invoice three ways — against the purchase order and the goods receipt. Clean matches clear forward for approval; price variances and short deliveries stop and wait for a named human.

Who it's for: Any business processing supplier invoices against its own PO record — the reference case is 300 invoices a month.

What it replaces: Manual invoice-to-PO eyeballing, pay-first-argue-later, and generic bill-pay that has never seen your purchase orders.

MODULE 4 OF 6

Stock Alerts & Reorder

Watches on-hand levels against reorder points with lead time and safety stock already in the number. Demand forecasting ships inside this module — never sold on its own. Alerts fire at the point, not after the stockout.

Who it's for: Businesses whose stockouts are discovered at the pick face or by an unhappy customer.

What it replaces: Cycle-count surprises, reorder-by-memory, and stockouts found when the shelf is already empty.

MODULE 5 OF 6

Quotes & Follow-Up

Drafts quotes from the live price and stock record in 60–90 seconds — against 15–45 minutes by hand — and schedules the follow-up the moment the quote is sent, stopping when the customer replies.

Who it's for: Sales teams whose quotes die unanswered in inboxes for want of a day-three reminder.

What it replaces: Hand-built spreadsheet quotes and follow-ups that depend on someone remembering.

MODULE 6 OF 6

“Where Is My Order?” Answers

Answers order-status questions instantly from the shared record — the question that makes up roughly 18–50% of support tickets — while your team sees the conversation, not a ticket queue.

Who it's for: Distributors and manufacturers fielding daily order-status calls and emails.

What it replaces: Ticket queues of status questions, phone interruptions, and customer portals nobody logs into.

6 · Integration — including your CRM

- **Accounting, inventory, email:** your existing systems feed the shared record; suppliers and customers are reached over plain email — no portals to adopt, no logins to hand out.
- **Your CRM, where you require it:** if you already run a CRM and want the stack connected to it, that integration is arranged during the proof of concept and deployment, so customer and order history stay in step with the shared record.
- **No CRM? No gap:** the stack works standalone on its own shared record.

Security — the six points

Every deployment, including the proof of concept, runs under the same six stated controls (SEC-01–06 on wynura.com):

- **SEC-01 — Encrypted end to end.** Data encrypted in transit and at rest; never sold, never shared, never used to train models for anyone else.
- **SEC-02 — Yours, and in your country.** United States or Canada data residency; export or delete everything at any time.
- **SEC-03 — Strict access controls.** Role-based access, least-privilege by default, a full audit log of every bot action.
- **SEC-04 — Built to a public standard.** Controls aligned to SOC 2, with a public trust page your customers and bank can check.
- **SEC-05 — Suppliers get no login.** The chase works over plain email — one less door into your data.
- **SEC-06 — Humans at the money points.** Bots prepare, check and chase; a person approves payments and outbound prices. Automation never moves money on its own.

The 14-day proof of concept

Everything in this paper is testable in fourteen days. The POC runs the stack on your real data — scoped to the modules you pick, every action in the audit log, every money point still human-approved — and ends with measured results you decide on. **Start at wynura.com/poc** or write to info@wynura.com. The reply comes from info@wynura.com with the scoping call and the data checklist for day one of the fourteen.

Sources and limits: order-status ticket share, Gorgias data via Redo; stockout figure, Katana 375-brand study (vendor-published, modelled — directional); quote drafting times vendor-reported; invoice benchmarks APQC. Full evidence with caveats: wynura.com/#evidence.