

WINSUPPLY DIGITAL TRANSFORMATION STRATEGY

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SHARINGS

- Who we are
- Current State
- Changing Marketing Technology Landscape
- Digital Vision and Mission
- Table Stakes/Building Blocks
- How Do We Reach Our Digital Goal?
- Lessons Learned

WINSUPPLY

- Leading distributor of residential and commercial construction and industry supplies
- Headquarters in Dayton, Ohio
- Privately-held
- 580 locations in 45 states
- Second largest plumbing products distributor

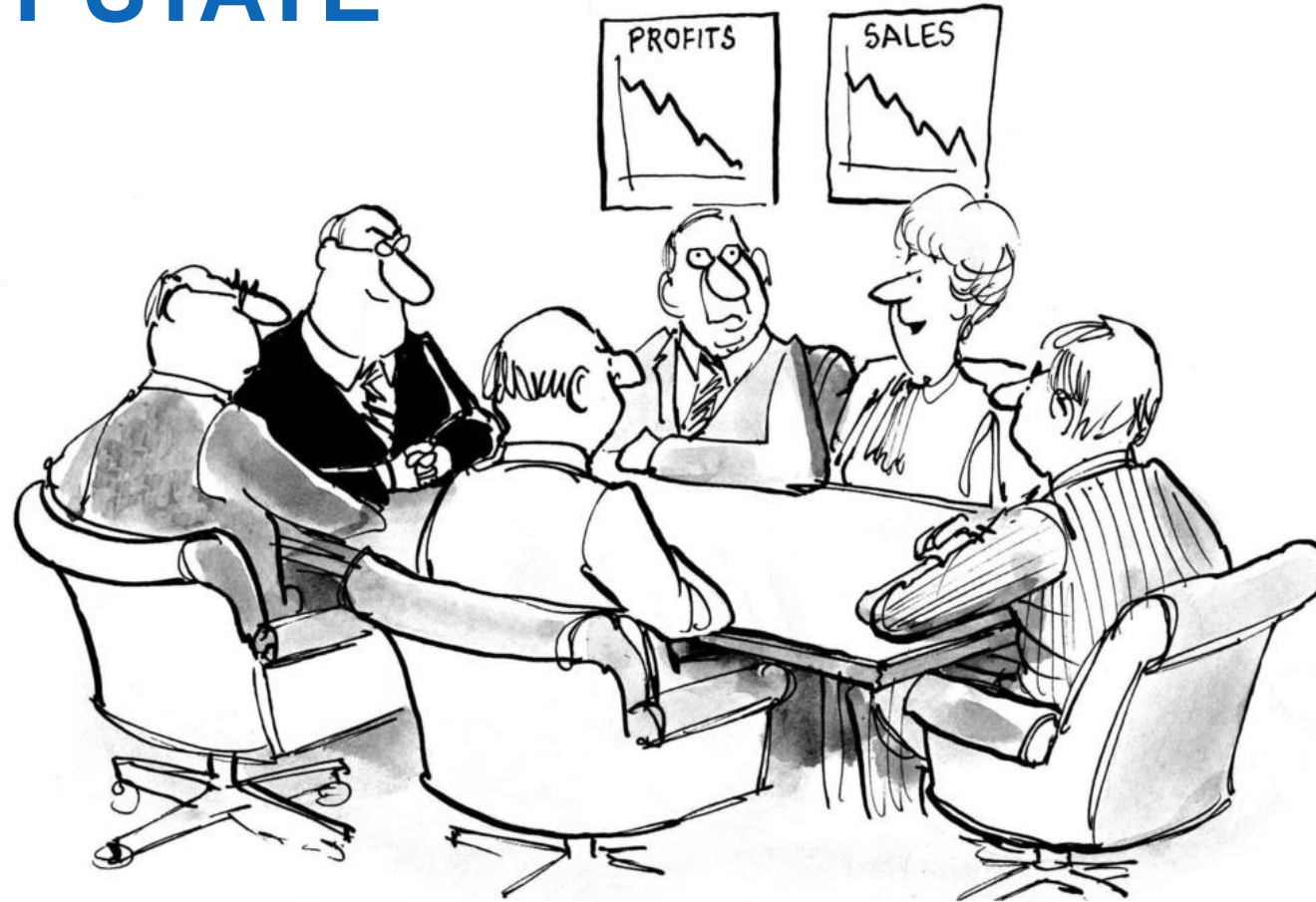


OUR CUSTOMER BASE

- **Our customer base** consists of B2B (business-to-business) companies – local companies, sourcing (WSS) and SMBs (small to medium-sized businesses); B2C (business-to-consumer) customers; and D2D (distributor-to-distributor) – our competitors.



CURRENT STATE

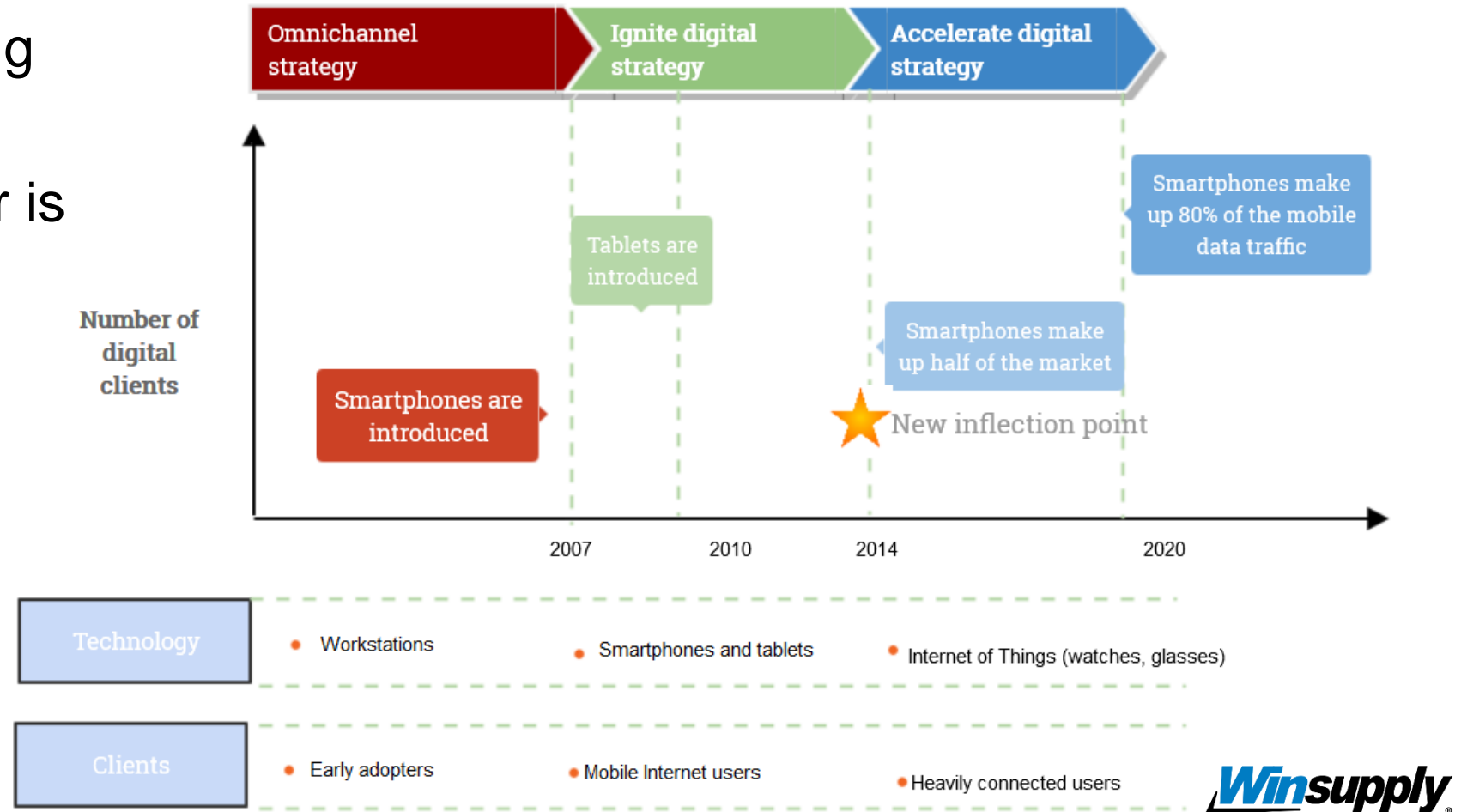


“What if we don’t change at all ...
and something magical just happens?”

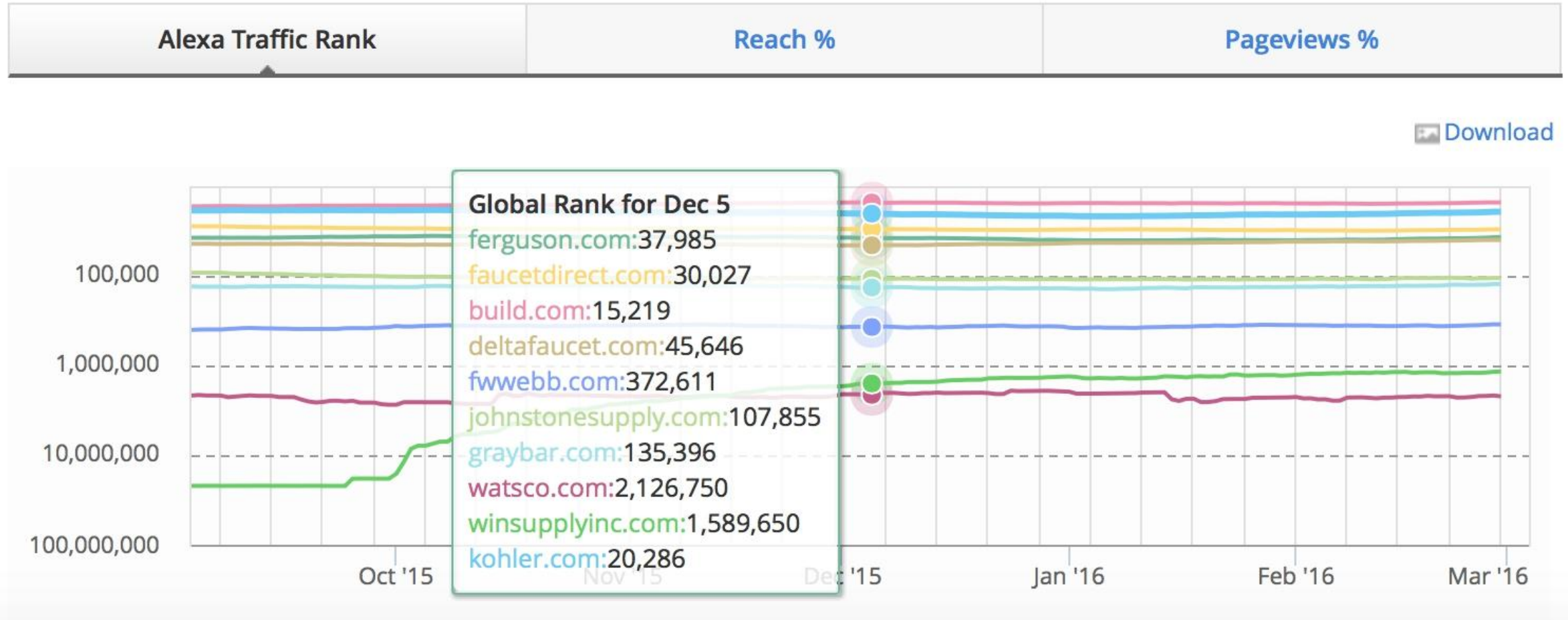
MARKETING TECHNOLOGY LANDSCAPE

DIGITAL ACCELERATION

- Industry is changing
- Customer behavior is changing
- Customer needs are evolving



COMPETITION



VISION

- Digital transformation solutions could be a key differentiator to enhance Winsupply's competitive advantage and improve the customer experience as it pertains to digital interactions.



GOALS FOR VISION



Mobile & Experience –
Micro Moments

Winsupply

Brand Awareness



Brand Engagement



Customer Acquisition



Customer Engagement



Customer Retention

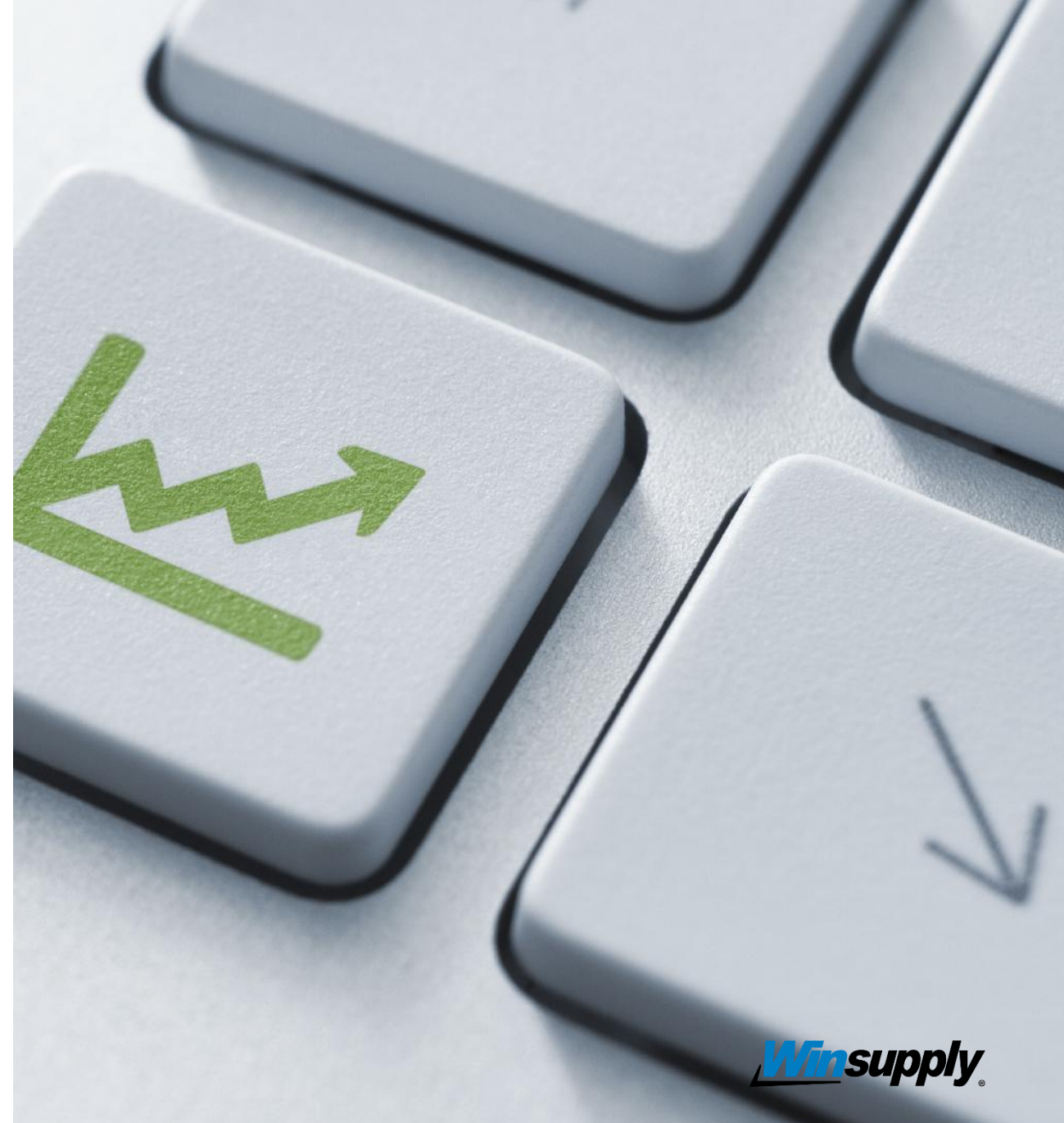
MISSION

- Provide best-in-class digital solutions and be an indispensable partner between our local companies, vendors and customers.



MISSION

- Deliver digital solutions in a proactive, timely and cost-efficient manner that enable business agility and support business growth and expansion.



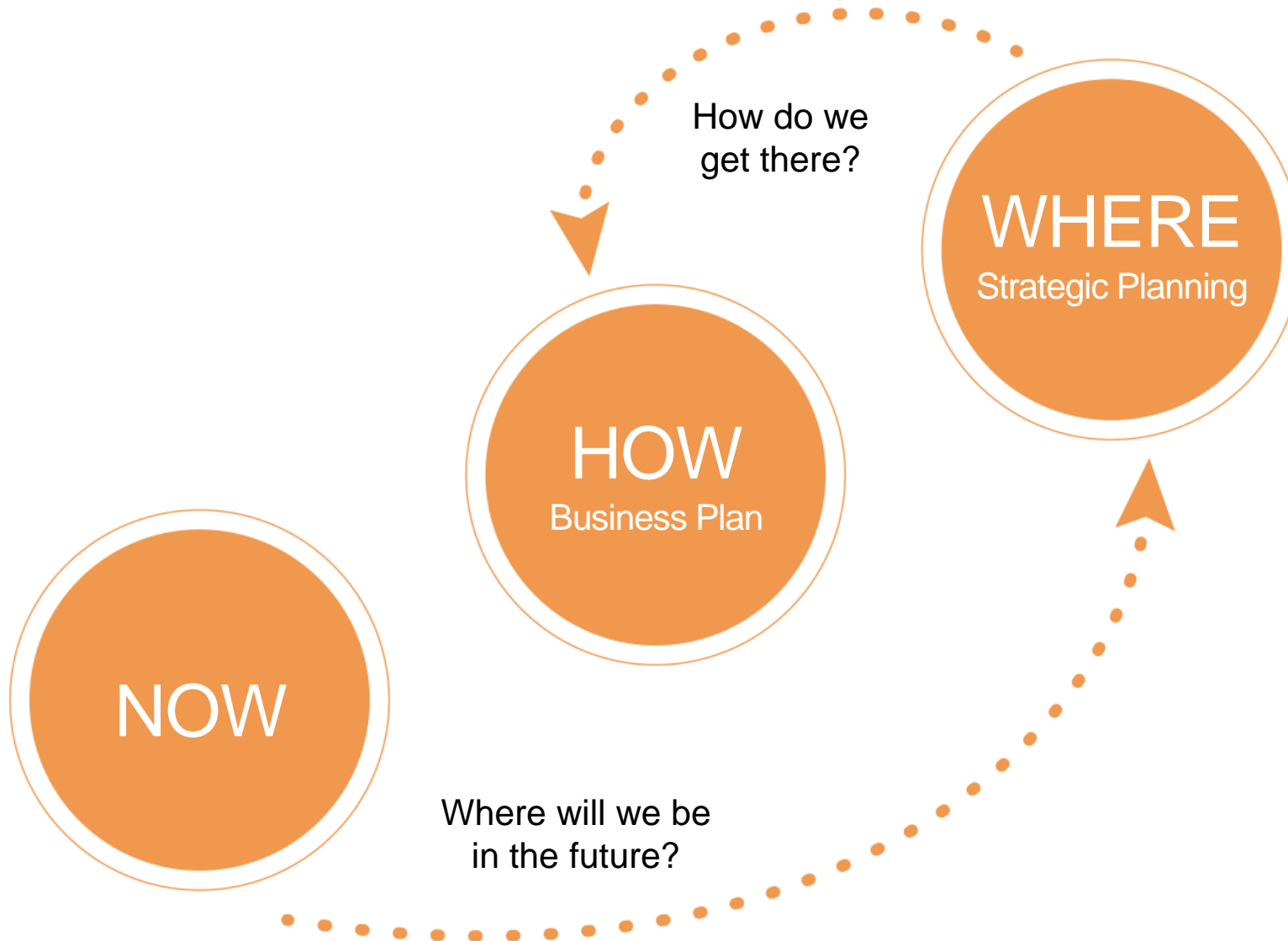
MISSION

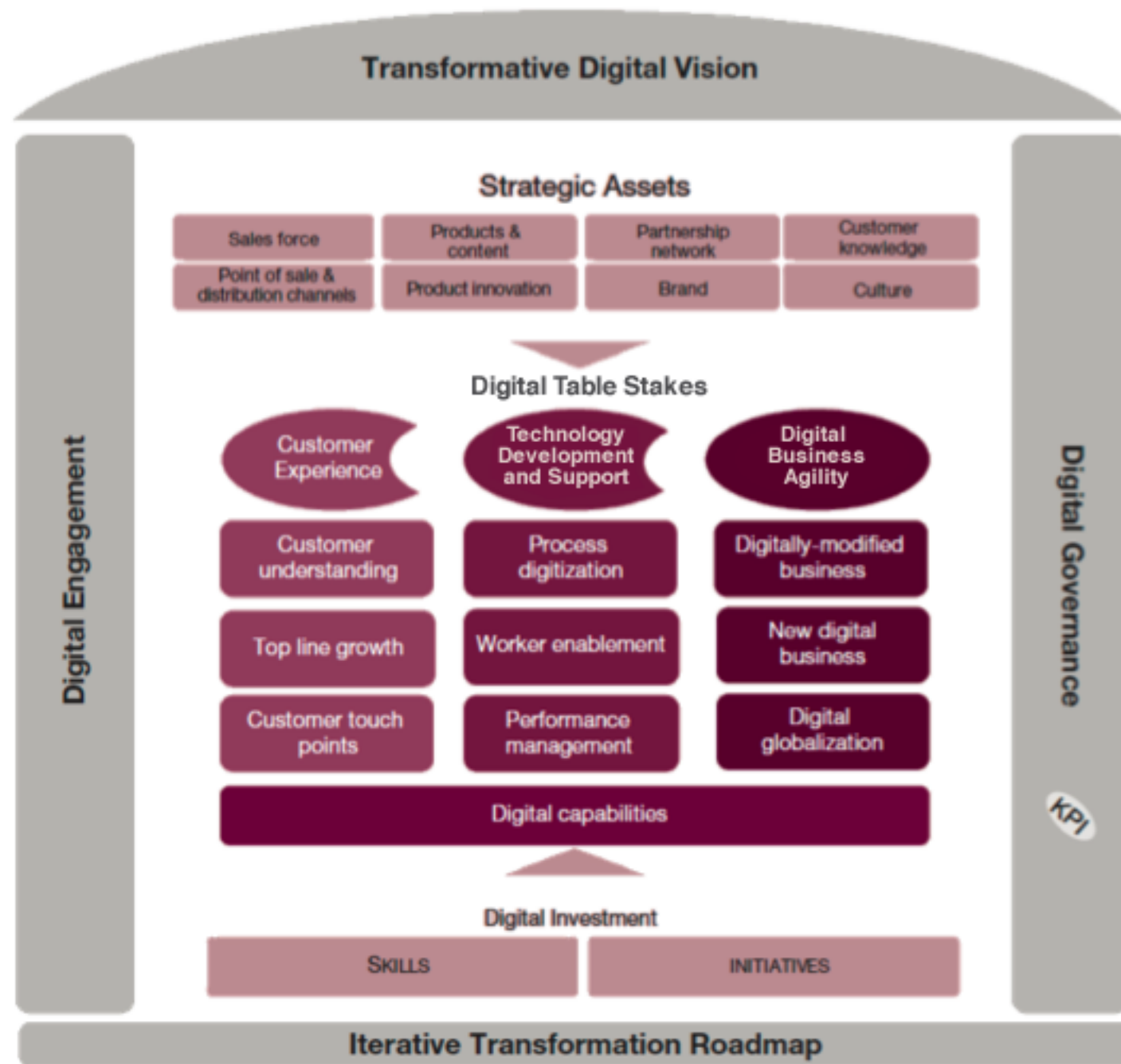
- Be regarded as an industry leader in the provision of digital services and leverage these services to establish and maintain partner loyalty and business engagement.



DIGITAL VISION – END STATE – CUSTOMER FACING

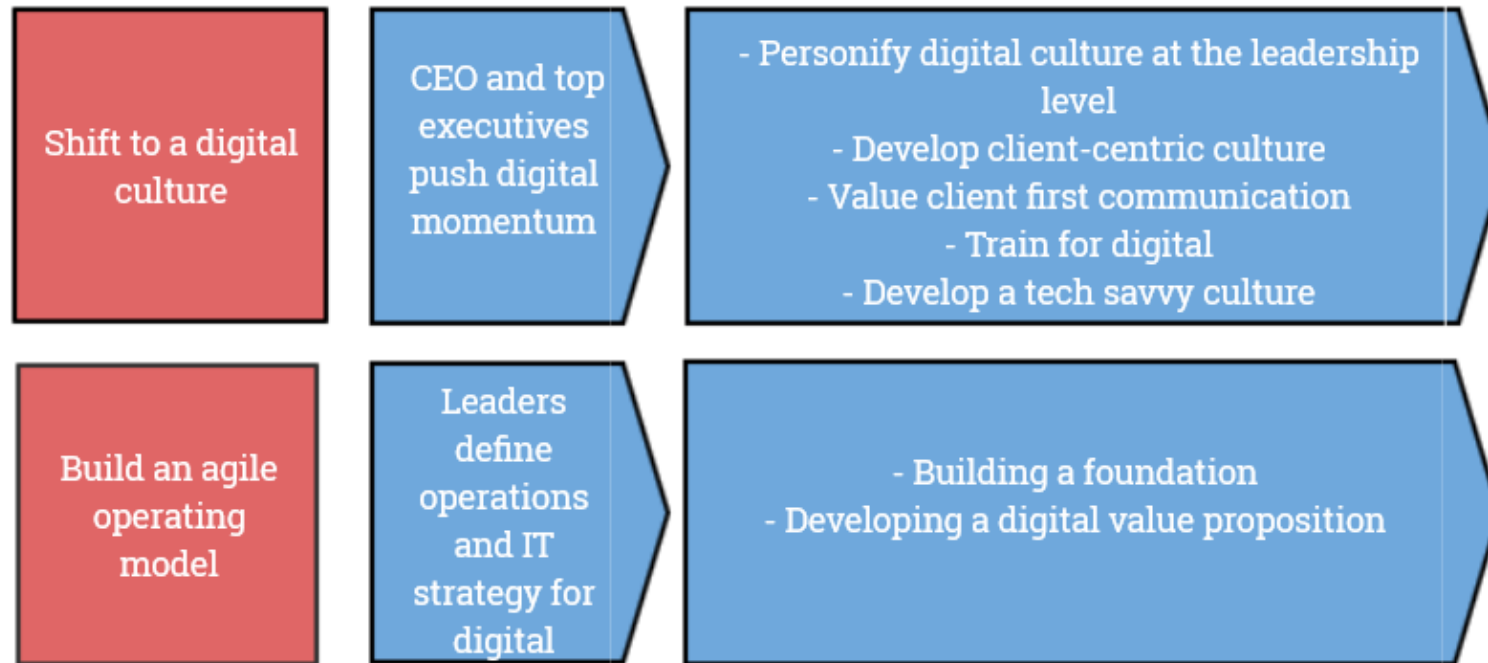






SOLICITING EXECUTIVE SUPPORT

Transformation Roadmap must focus on allocating resources



It is now more than 25 years since the birth of the web, but many businesses are still at the early stages of a long journey to make the best of digital marketing to stay competitive.

LAYING A SOLID FOUNDATION – WIN'S DIGITAL 101

- Functionally rich and constantly evolving, improving and adapting to market change
- Support multiple types of users and service their different business needs
- Primary and default point of interaction and collaboration with Winsupply
- Represent and support our local companies to a large extent
- Build a digital relationship for our vendors to do business with us



DIGITAL BLOCK – CUSTOMER EXPERIENCE – THE LITMUS TEST



A consistent customer experience is the new battleground for winning customer loyalty.

FORMING THE RIGHT PARTNERSHIPS



CHOOSE THE RIGHT AGENCY PARTNER

gyro:

CHOOSE THE RIGHT TECHNOLOGY PLATFORM

ORACLE®

CHOOSE THE RIGHT SYSTEMS INTEGRATOR



LESSONS LEARNED SO FAR

- Change is intimidating
- Have a clear plan – Option A
- Have a backup plan – Option B
- Have a backup to your backup plan – Option C
- Be prepared to stand your ground objectively
- Choose the right partners
- Be prepared to expect pushback
- Stop to smell the roses



THANK YOU

***Win*supply®**