



## **eConnectivity ... Enhancing Productivity & Profitability for Contractors and Distributors**

Recently we spoke to a number of distributors about the operational aspect of their business. A recurring trend is the interest in improving cashflow. While a group of distributors have focused on better managing their inventory investments, many are looking at their billing processes as a means to reduce their DSO's and strengthen their connections to their customers.

Some of the tools that they are using include:

- e-billing
- tightening credit limits and credit policies
- offering online bill payment
- e-invoicing
- outsourcing invoicing to reduce operational costs and get invoices to customers sooner
- direct connection invoicing with electronic payment
- "encouraging" small customers to use credit cards vs. extending credit to them
- Providing gift cards as an alternative to discount policies
- Providing billings via Quickbooks

Last year we conducted an initial benchmarking survey. Some distributors are currently using many of these tools and an electrical leader in this category is Billtrust, which has recently upgraded their EIPP system.

With leading distributors focused on improving cash flow and offering a variety of invoicing and payment options, we decided to update our customer e-invoicing/connectivity survey and will surveyed contractors for their input. And since we're asking them about "e", we also asked them what they desire as elements / information on distributor websites

If you are interested in ordering the results for only \$249, please complete the attached order form.



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## Order Form

Name				Title		
Email Address						
Company				Website		
Address						
City			State			Zip
Tel #						
Fax #						
P.O. # (if required)						

\_\_\_\_ Yes, please send me a copy of Channel Marketing Group / Allen Ray Associates' eConnectivity research report. I understand that the cost of the report is \$249 and that I will be receiving an electronic copy (.pdf) for my company's exclusive usage.

To reserve your copy, email form to David Gordon, Channel Marketing Group, at [dgordon@channelmkt.com](mailto:dgordon@channelmkt.com).

The report is currently in the research phase. You should receive the report by the end of October, 2008. You will be invoiced prior to the report being sent to you, in late October.

If you have questions, please contact us at:

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