

# Distributor portal

Most ERP systems available in the market don't provide organizations visibility into the secondary sales and inventory information of their distributor network. This creates bottlenecks in predicting market demand and hampers production planning.

These systems also lack an efficient way to manage communication, collaboration, and transactions between the manufacturer and distributors.

A distributor portal allows organizations to:



Access real-time market data, enabling them to predict demand better, which leads to more efficient production planning



Streamline communication between stakeholders



Order, view status of tasks, and clear invoices in real time



Improve partner satisfaction, which leads to increased channel sales

Thus, a distributor portal not only promotes effective communication between manufacturers and their distributors, it also helps them to improve their respective operational efficiency.

# Challenges

Despite the plethora of distributor management solutions available on the market, businesses still face challenges in using these solutions. These platforms come with:



High licensing cost and low ROI



Rigidity in terms of workflow and UI customization



Lack of advanced analytics, AI, IoT integration capabilities

## Why Zoho Creator Distributor Portal

Zoho Creator Distributor Portal is a **cloud-based distributor portal** built on Zoho Creator, a leading low-code platform. This means it also inherits the Creator platform's other capabilities, like easy extensibility, and the ability to integrate in real time with all major ERP vendors, such as Oracle, SAP, and Microsoft, among many others.

Zoho Creator Distributor Portal allows distributors to create orders, manage invoices and returns, and keep tabs on current offers and promotions. For manufacturers, it brings advanced analytics on which SKUs are performing better, trends across different markets, and relative performance of their distributors.

# Features

## Operations



Orders & Returns



Invoicing



Inventory



Offers & Promotions

## Admin and Analytics



Custom workflows and approvals



Real time status update



Role-based access



Rich dashboards and analytics

## Integration

**ORACLE**  
NETSUITE

**ORACLE**  
FUSION APPLICATIONS

**SAP**  
ECC

**SAP** S/4 HANA

**SAP** Business One

Microsoft Dynamics

# Usecase

Customer -  
**Confidential**

Industry -  
Manufacturing

Region -  
North America

## Challenge

Our customer wanted to gain real-time visibility into their organization's secondary sales and dealer inventory. Conversely, organization's dealers requested them to provide improved visibility into the order and return statuses.

## Solution

They implemented Zoho Creator Distributor Portal in their organization, which seamlessly integrated with their backend ERP. This allowed dealers to directly access data through portal, and the customer access the sales data.

## Result

Zoho Creator Distributor Portal allowed our customer to instantly access sales and inventory data, which enabled them to take more informed business decisions. Additionally, it significantly improve the dealer experience working with the organization.

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**14 years | 10,000+** customers

**180+** countries | **6 million+** apps

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**ZOHO** Creator

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