

Which businesses will benefit **most from Unleashed?**





Unleashed is made for any company that lives and dies on the products it sells — whether they make them, distribute them, wholesale them or more. If that description fits any of your clients, then send them your unique link so they can find out if they need cloud inventory management.

In over 10 years delivering our solution, though, we've learned that some industries need Unleashed more urgently than others. If you're looking for clients to refer on to us, then we'd recommend prioritising companies in these industries.

Read on for an outline of some areas that are a perfect fit for dedicated stock management, and why.

How Unleashed benefits businesses

Manufacturers, wholesalers & distributors

Unleashed is developed to service the complex inventory needs of manufacturers, wholesalers and distributors. Here's an overview of how we can help your clients in those industries fix their stock issues.

With Unleashed, manufacturers can...



Take control of production — knowing precisely where materials are at any time



See true manufacturing costs. Add costs to every assembly for accurate margin reporting



Sell more products, better. Add multiple sales channels, with zero stock discrepancies



Cut the admin. Spend more time doing what they do best: making products



Say goodbye to stockouts. Track products by batch, expiry, lot or serial number — eliminating wastage

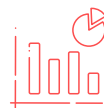


Get organised. Spreadsheets aren't up to the task of managing complex bills of materials

With Unleashed, wholesalers & distributors can...



Get magnificent margins. See the exact profit from every sale — including freight, import and more



See how products are performing, and plan accordingly. No more stockouts or over-stocking



Save time. Automate inventory processes, so there's no need to manually enter data



Evolve sales. Sell in multiple currencies, and at multiple price points



Know what they have to sell. Keep salespeople updated on what's in stock, in real time

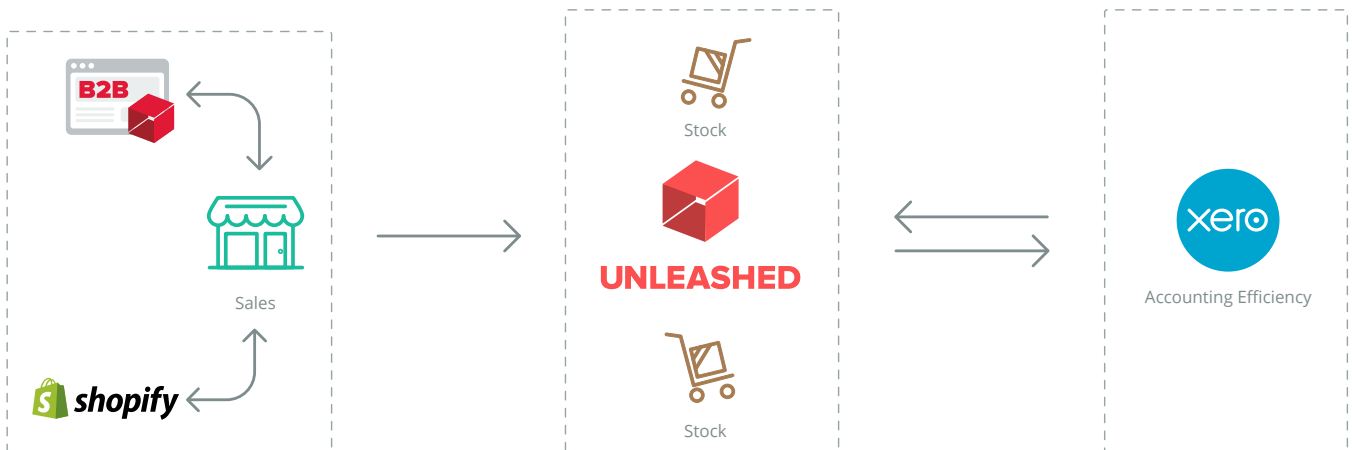


Scale at speed. Adding new stock locations doesn't have to mean extra admin

Moving to multichannel retail?

Unleashed integrates with leading commerce platforms and comes with its very own B2B eCommerce Store. That makes it a natural next step for businesses who want to sell online but can't because their offline inventory system — such as Excel or the inventory module in their accounting system — is holding them back.

How Unleashed helps facilitate multichannel sales



Integrated channels

Unleashed's commerce integrations automatically generate sales orders, keep stock levels correct and update sales channels when SKUs are created or edited.

Inventory control

With complete oversight over their goods, your clients can ensure they have the right level of stock on hand — eliminating stockouts or overstocking.

Easy accounting

Any relevant transaction details are automatically sent through to your clients' accounting platform — saving hours of manual work each day.

"Before Unleashed, our accounting, stock control and order systems were all separate. Now, everything works together. We looked at a few options, but needed software with the best integrations."

- Ben, Garden Tractor Spares

Read how Garden Tractor Spares achieve double-digit growth without adding staff



Specific industries that love Unleashed

Manufacturing, distribution and wholesale are broad terms — so here's a bit more detail on some specific areas in which we have lots of successful customers.

Food manufacturing

Cloud inventory management is revolutionary for independent food producers — enabling them to precisely track and trace their ingredients throughout the manufacturing process, keep a close eye on how their suppliers are performing and easily see when stock is close to expiry.

Example: Harry's Hotdogs



Harry purchases ingredients from suppliers by raising a PO from within Unleashed. **Our supplier management tools** make it easy to compare suppliers on cost and delivery speed



He makes his hotdogs using assemblies, with ingredients listed on bills of materials (BOM). Unleashed will automatically adjust stock levels for **ingredients and finished goods**



He makes a sale by raising a sales order. All costs — including purchasing, freight, storage, manufacturing and sales — will be incorporated into an **accurate margin figure**

Key features: Batch Tracking, Assemblies, Disassemblies, BOMs, Supplier Management, Sales Orders



“Unleashed’s tracking enables us to have visibility of our products, from raw materials all the way through to dispatch. As a food manufacturer, compliance is very important — so knowing where our products are at any time is hugely beneficial.”

- Gerardo, La Tortillera

[Read how La Tortilleria used real-time reporting to grow their business](#)

Beverage manufacturing

Whether they make coffee or cola, kombucha or beer — a huge number of independent beverage producers use Unleashed to track their production, scale their business and sell into new markets. We enable them to create the perfect recipe, and see exactly how much it costs to make.

Example: Brenda Beer Inc.



Brenda sources her hops, grains and yeast from multiple suppliers. Unleashed makes it easy to see when ingredients need **reordering**, and **raise a PO**



She picks the ingredients she needs for each brew from **multiple warehouses**, using **batch tracking** to monitor the entire production process



The B2B Store enables her wholesale customers to easily **place orders and reorders** — without wasting time on the phone

Key features: Batch Tracking, Assemblies, BOMs, Average Landed Cost, Multi Warehouse

“With Unleashed, we have the tools we need continue to expand into more bars, more restaurants, more cafes and more supermarkets. And we can look into those overseas opportunities as well.”

- Alex, GoodBuzz

See how GoodBuzz used Unleashed to grow transactions by 250%



Health & supplements

Health & supplements producers and distributors use Unleashed to get full traceability throughout their production process, staying ahead of expiry dates and compliance requirements. Powerful features such as auto-assemblies and multiple price tiers help take their business to the next level.

Example: Harry's healthcare



Harry sources all his ingredients himself, then sends them to a third-party to produce. He uses **multiple warehouses** to keep track of his goods



The third-party complete production and return the goods for QA and packing. Unleashed tracks production and shipping costs for an **accurate margin figure**



Harry uses our integration with Salesforce, plus an advanced shipping add-on, to keep his **customers happy** and his **sales revenue high**

Key features: Batch Tracking, Assemblies, BOMs, Multiple Price Tiers, integrations + B2B Store



"As we added more channels and grew our sales volume, it became necessary to formally track best-before dates and batch tracking. Unleashed provides the traceability we need. It has met and exceeded our expectations."

- Donal, Elivar

Find out more about how Elivar have benefited from cloud inventory management

Lighting & electricals

Lighting manufacturers, designers, assemblers and distributors all need efficient electrical inventory management. Dealing with lots of different suppliers — plus customers with complex requirements — requires complete confidence over your products.

Example: Elaine's electricals



Elaine uses Unleashed to **manage all her suppliers**: including buying stock in **multiple currencies** and shipping it to her warehouses



She scales her enterprise, easily adding **new SKUs, warehouses and sales channels** without needing extra personnel



Her salespeople use the **Sales App** to see what is and isn't in stock when they're on the road visiting customers

Key features: Quantity Discounts, Multiple Pricing Tiers, Advanced Production, Average Landed Cost, Multi Warehouse, Supplier Management



Unleashed has an easy template to produce our products, which then allows us to create special orders for customers and clients. It's great for tracking products, client information and orders, making business easier.

- Blaze Lighting

[Read more about Blaze Lighting](#)