IBM **i** + IBM **Power Systems**

is a winning combination for Wholesale Distribution

Wholesale distributors, now more than ever, must be customer-centric across an omnichannel environment. They must be nimble and efficient to stay profitable against new competitors and provide a personalized customer experience. They also need insights into both internal operations and customer requirements to be proactive rather than reactive. To do this, new technologies like artificial intelligence and data analytics are being used to improve quality assurance and create and expand client ecosystems.

IBM i on Power Systems has been the IT infrastructure choice of wholesale distributors for the past 30 years and is continuing to power new business and technology initiatives. IBM i can scale up to meet increased business and customer demands, and PowerHA for IBM i protects against any unplanned downtime. Watson on the IBM Cloud can integrate with your IBM i environment to provide new capabilities, such as weather data analytics and image recognition to optimize distribution planning and product quality.

Real Clients. Real Results.

Ibnsina Pharma

With 55 office branches throughout Egypt, Ibnsina Pharma contacts its clients daily and fulfills orders on a "just-in-time" basis. The company of 6,000 employees has grown its annual revenue to $560M and more than 35,000 clients. Ibnsina Pharma continues to increase its capacity with IBM i on Power Systems, which handles millions of transactions a day from all of its branches, warehouses and call centers.

Mutual Distributing Company

Based in Raleigh, N.C., the beer and wine wholesaler relies on IBM i on Power Systems to help its 700 employees run operations and serve major grocery chains like Kroger and Food Lion. With IBM i on Power Systems, the company's IT team built an iOS mobile app for inventory management that scans barcodes and communicates through Zend Server. Looking ahead, the Mutual Distributing Company is considering how to use predictive analytics to optimize distribution and sales with IBM Watson.

Mission Produce and Avocado Packing Company

Mission Produce is the world's largest grower, packer and distributor of fresh Hass avocados. Applications built on IBM i and Power Systems track avocados from the time they leave the farm to the moment they are packed into bins and distributed around the world. In the future, Mission Produce plans to connect its IBM i applications to IBM Watson to optimize produce quality using weather data and image recognition.

→ Learn about how the latest IBM Power Systems servers with POWER9 can fuel your business: ibm.com/power

1 IDC, "IDC Health Insights Announces Winners of the 2017 HealthTech Rankings Top 50 & Enterprise Top 25," www.idc.com/prodserv/insights/#health-healthtech_rankings
2 Same as Above