# Profit4
### s o f t w a r e

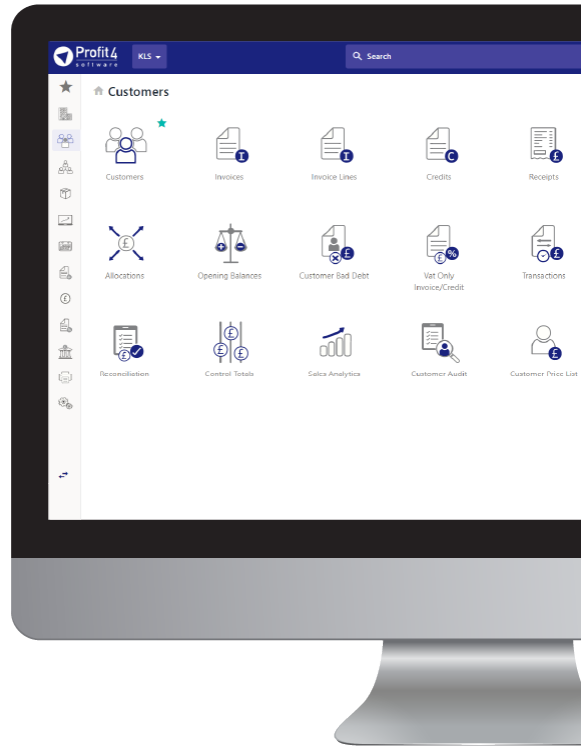# Future-proof your business with Profit4

**Discover the power of OGL Software's**
**business and stock management system**

# Profit4 transforms your entire operation

OGL Software presents Profit4, an integrated business and stock management software developed for wholesalers, distributors and merchants. We make our customers more efficient and competitive by streamlining their stock control, automating their business processes and optimising their order processing.

Our ERP software helps businesses of all sizes remove the manual processes that are holding them back so they can work smarter, not harder, to grow their business.

# Remove manual processes for a more profitable future

Profit4 gives you the tools you need to increase visibility and connect all your processes to gain control and drive your business to the next level. Profit4 empowers your team with the digital tools they need to drive sales. We enable SME's to stay ahead of the competition and increase profitability.

> **Profit4 has completely reorganised our company to help us become more profitable, with profits increasing by 25% since launch. We manage our business completely from Profit4 now.**
>
> *R&J ENGINEERING*
> *OGL Software customer since 2020*

Profit 4
software

# Your business at its best

Automate your manual processes so your teams can focus on the tasks that take your business to the next level. Unify data and connect all areas of your business to improve efficiencies and increase productivity. Profit4 provides wholesalers, merchants and distributors with the digital foundations that future-proof your business.

Automate & streamline your business processes

Stay competitive with multi-channel selling

Boost profitability with reduced overheads

Enhance your customer service

Identify hidden business potential

The integrated approach has allowed us to run three different aspects of the business; Trade Counter, Retail Showroom and eCommerce website, through one system.

*MORE HANDLES*
*OGL Software customer since 2012*

# Developed & delivered by a team of experts

We provide you with more than just a software system to drive your business forward, we're your software partner. With our years of experience providing software solutions to wholesalers and distributors and our knowledge of the industry and what you need to take your business to the next level, we'll guide you through your migration and support you into the future so you can get the most from your ERP software. We're here to help you succeed.

Once you've completed our tried and tested implementation process you'll be assigned a personal Account Manager, experts in the merchants and wholesaler industry, who will advise you on how to drive your business forward with our software.

You'll also receive regular free software updates from our in-house Development Team who take feedback from our customers to improve and add functionality to the software. Our Profit4 Support Team are also always on hand to help you with any queries.

Personal Account Manager to help you succeed

Specialists in software & data migration

Experts in the merchant & wholesaler industry

Ongoing development with regular, free, updates

# Digital tools for modern commerce

**Contact Management**

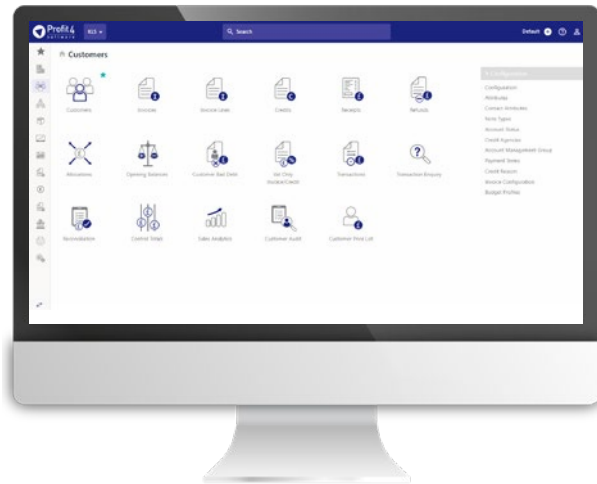**Multi-Channel Sales Order Management**

**Integrated eCommerce**

**Stock Control & Management**

**Finance & Accounting**

**Reporting & Analytics**
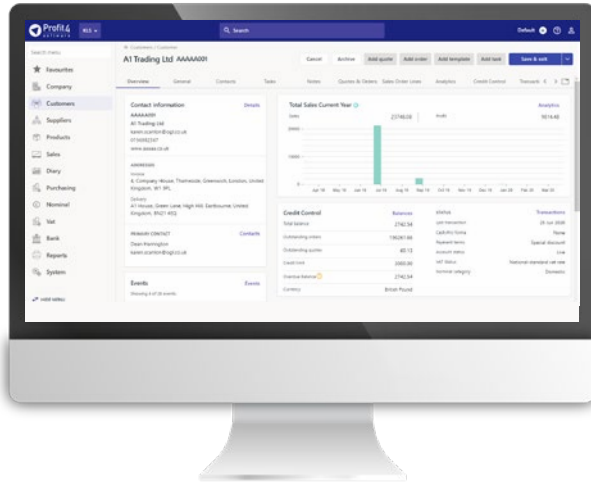
## Contact Management

### Secure new business & build great customer relationships with Profit4

Manage your customer, prospect and supplier data from the Profit4 CRM to get full control and visibility of your sales opportunities and customer relationships. Secure new business easier, enhance your marketing with targeted campaigns and deliver a personalised experience to build loyalty and brand awareness.

All data and information from across the business is fed into the fully integrated CRM giving you and your team full visibility and control of your sales opportunities and customer relationships.

The CRM will provide benefits to all your departments, helping to improve accuracy of data and internal communications with a centralised database for all contact history and interactions. Transform your business with tools that help you grow.

# Multi-Channel Sales Order Management

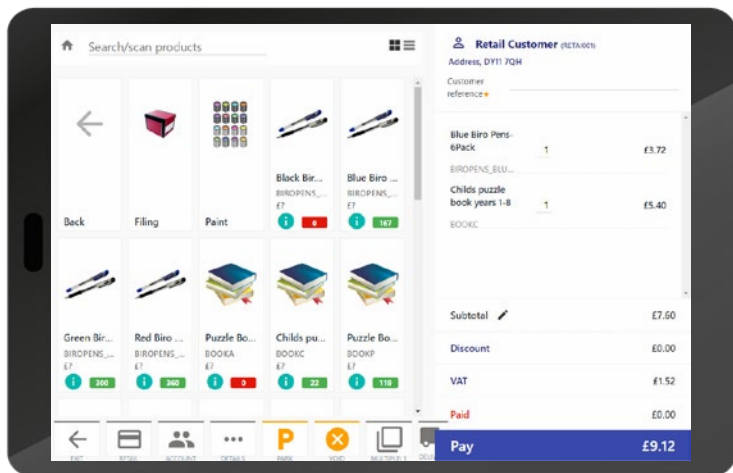## Provide a seamless sales ordering service

From sales enquiry, right through to dispatch, Profit4 will automate and manage your orders in the most effective way possible. Connecting every area of your business, through multiple sales channels, you'll have a clear view of your orders. Right from initial communication, throughout the sales process, stock allocation, purchasing, warehouse management and finance, you'll be in full control. Your business will run smoother and more effectively whilst your customers will experience excellent service to boost reputation and help attract new customers.

### Get orders out faster

Remove the manual tasks from your order management processes that can cause costly errors, to improve productivity and increase efficiency. Get the right products to the right customers quicker to improve your reputation, increase repeat orders and customer retention rates.

### Increase sales revenue

Increasing your routes to market to boost sales revenue has never been easier. Profit4 will enable you to seamlessly increase orders from your sales reps, trade counter, online shopping channels or eCommerce store without the extra overhead costs.
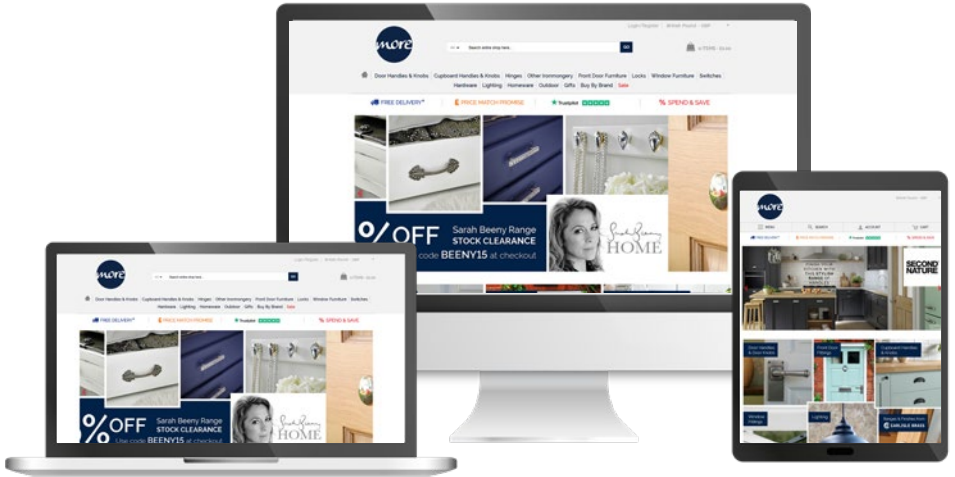
## Trade Counter

### Deliver a seamless shopping experience

The intuitive OGL Trade Counter Software is fully integrated with Profit4. A fully connected EPOS system means you're working from the same stock and customer data as all other departments. This means you can deliver excellent customer service, with access to customers' history, and confidently place orders.

Built with merchants in mind, the interface is simple to use and easy for new staff to pick up and hit the ground running. Remove the manual processes that are holding you back and arm your trade counter team with the digital tools to secure the sale and offer exceptional customer service.
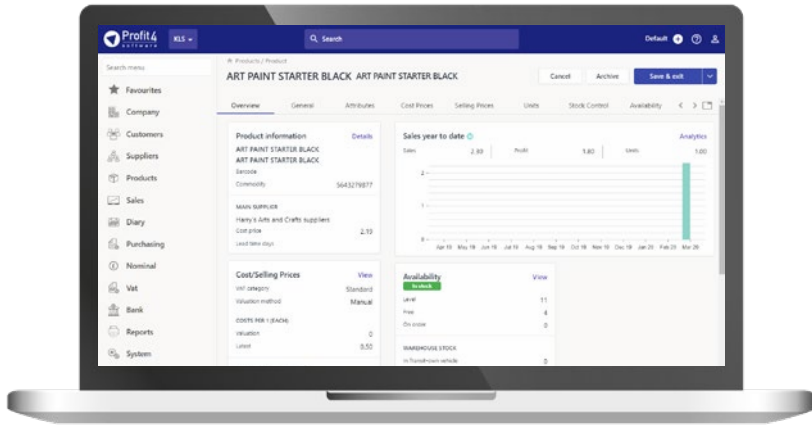
## Integrated eCommerce

### We'll help you navigate the digital world

Consumers are demanding more from wholesalers and distributors and an online presence has become a necessity not just a 'nice to have'. We understand the challenges of selling online and the management of both physical and digital sales channels which is why our eCommerce solution is fully integrated to reduce manual admin tasks.

Expand your routes to market and put your business on the digital map with eCommerce channels that boost sales revenue. Our Web Development Team create customisable eCommerce stores perfectly suited to wholesalers and distributors. Profit4 seamlessly integrates with your website, Amazon and eBay channels for synchronised data flow that enables you to increase sales volumes without the increased admin.
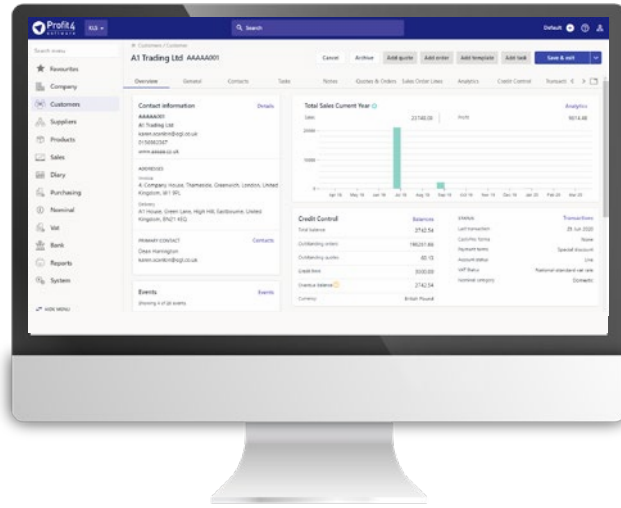
# Stock Control & Management

## Advanced multi-location stock management software

As wholesalers and distributors, your inventory and warehouse sit at the heart of your business, which means the success of your stock management processes directly impacts the success of your business. This is why an advanced, comprehensive stock management system is crucial to your business performance and will enable you to take your business to the next level.

Profit4 enables you to seamlessly manage multi-channel sales, from both digital and physical locations as well as multi-location stock movements so you always have complete visibility and traceability of your stock. Real-time updates ensure you're in control so you can deliver on your promises and exceed customer expectations.

Profit4 connects your stock with your purchasing and finance team so your numbers are always accurate. This is further improved by perpetual stock counts and detailed reporting so you're proactively staying on top of your inventory and cash flow.
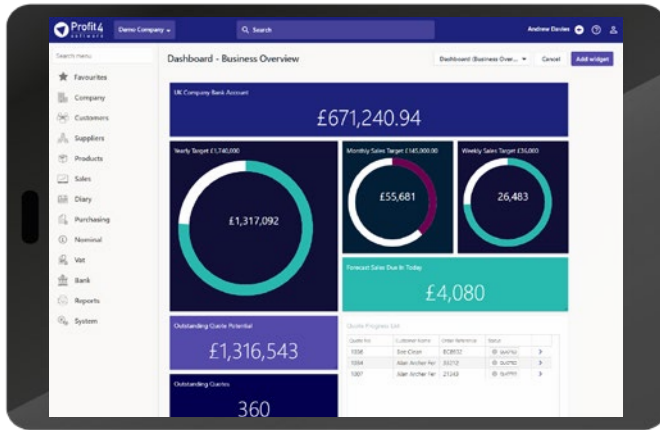
## Finance & Accounting

### Comprehensive accounting software to boost profitability

Built with wholesalers and distributors in mind, the accounting functionality in Profit4 is designed to make your everyday finance processes run like clockwork.

Remove the time-consuming admin tasks that tie your finance department up and let Profit4 handle the core business processes to ensure accurate and effective management of business finances.

Eliminate the common challenges of a disparate system and experience the efficiencies of connecting all your core business processes. Profit4 offers everything your finance team would expect from a sophisticated accounts & invoicing software including sales, purchasing and nominal ledgers, credit control functionality, early settlement discounts, integrated bank feeds and automated BACS payments.

Growing your business and implementing a multi-channel sales strategy has never been easier with multi-currency functionality and full visibility of your finances across all channels and all business areas.

## Reporting & Analytics

### Drive your business forward with intelligent insights

Key business decisions shouldn't rely on gut feelings or whimsical predictions. Provide your decision makers with accurate, real-time data so they can make smarter decisions that impact business profitability.

Think ahead of the competition with a proactive approach. Gain invaluable fact-based predictions so you can make the right next move for your sales strategy, warehouse department, stock and purchasing plans and finance decisions.

With Profit4, you're always in control. Our solutions give you the tools you need to maximise your profits. Customisable dashboards provide each employee with data they need to exceed targets. Focus teams or individuals on only the data they need for complete optimisation.

Gain deep insights and knowledge into every area of the business from customer reports, stock analysis, financial performance and sales order stats. Couple this with employee performance reports for your managers, and your team will be armed with the tools they need to work smarter and drive the business forward.

> " With all the time and money you save
> from automating your admin tasks,
> you can invest it back into sales and marketing
> to grow the business. "

*BROADBENT*
*OGL Software customer since 2020*

# A sector-specific solution that improves performance

Profit4 was built to transform and future-proof wholesale and distribution businesses across a wide range of industries.

Tailored to your industry, Profit4 meets the needs of your business and maximises success. With over 30 years in the software industry, selling to wholesalers and distributors, our expert software consultants understand the common, the niche and the complex challenges businesses face in sectors across the wholesale distribution market.

| | | | | | | |
|---|---|---|---|---|---|---|
| Merchants | Tools & Equipment | Fasteners & Fixings | Building Supplies | PPE & Workwear | Electrical & Lighting | Plumbing & Heating |
| Cleaning & Janitorial | Medical Supplies | Catering Supplies | Paper & Packaging | Ironmongery | Hair & Beauty | Agricultural |

Profit4
software

# We're your Software Partner

# Working together to succeed

Our customers' success is paramount to us, which is why we're more than just a software supplier. We're your partner, here to support you and ensure our solution is driving success for your business.

We work closely with our customers, even after you've successfully transitioned to Profit4. We're here to get to know the ins and outs of your business so we can offer quality guidance and advice on how to best use our software solutions to grow your business.

# Profit4 implementation, training & support

We're your implementation experts. With your business requirements and goals in mind, our Software Implementation Team help you and your employees manage the transition to a new system and help you hit the ground running.

We pride ourselves on our expertise in implementing software into businesses small and large. Over the past 40 years, we have worked with a wide range of businesses, with very different requirements, and our proven project management, delivery and training processes have been built on this knowledge.

Our in-house Support Team, Delivery Consultants, Developers and Software Trainers are available to you long after your transition to OGL. Whether you need support to fix an issue, training for a new staff member, refresher training sessions or advice on getting the most from the software, we're at the end of the phone.

"

Our Account Manager has helped us through many projects over the years. OGL staff are a great reflection of the company and they're always helpful and knowledgeable.

"

*CABLECRAFT*
*OGL Software customer since 2004*

# Profit4
**software**

If you want to find out more about Profit4, don't hesitate to get in touch.

**software@ogl.co.uk**
**01299 873873**
**ogl.co.uk/software**

# YOUR TRUSTED
# TECHNOLOGY PARTNER

ERP Software, Managed IT Services and Cyber Security Solutions you can rely on to help you boost business efficiency, reputation and profitability. We digitally transform organisations to drive productivity and success.

OGL **Software**  OGL **IT Solutions**  CyberGuard **Technologies**