

ABC Supply Gains a Commercial Edge by Delivering Accurate Pricing at a National Scale



Founded in 1982, [ABC Supply](#) (American Building & Contractors Supply), is one of the largest wholesale distributors of roofing supplies, siding, windows, and other select exterior and interior building products in the US. Headquartered in Beloit, Wisconsin, with over 800 locations in 49 states, ABC Supply is dedicated to empowering their associates to serve the real-world business needs of contractors across America.

Challenge

Building and construction distribution is a complex business, and pricing is a complex function of that business. But ABC Supply is always looking for ways to make pricing relevant, simple, and consistent. ABC Supply is relentlessly committed to the customer experience, so they were looking for ways to better serve their contractor customers with appropriate and competitive prices and quotes.

In a business like ABC Supply's, quotes for commercial projects are of the utmost importance. These massive quotes must be up-to-date and accurate. Accurate pricing and quoting becomes

even more key to organizations when they are faced with supply chain complexity, volatile market conditions, and other economic factors.

ABC Supply needed a partner for their commercial excellence journey. They wanted a pricing and selling solution provider that would complement and maintain their pricing philosophy: [to stay competitive and consistent with pricing](#). After vetting multiple pricing solutions, they discovered that Vendavo was the best partner to help them deliver a commercial edge in the distribution industry.



The experience working with Vendavo has been very strong. They have a great technology foundation that scales very well for our customers and for our needs. Vendavo has allowed us to give our customers accurate pricing at a national scale."

– Mike Kaechele, Director of Business Solutions



Solution

Vendavo supports the unique needs of ABC Supply's business including up-to-date and accurate quotes for commercial projects. ABC Supply is able to deliver accurate and live pricing and their users have embraced the technology that is available to them. Because ABC Supply is hyper-focused on customer experience, it is essential that their pricing platform experiences little to no downtime, and Vendavo delivers just that. The company has not experienced downtime, has seen a decrease in price overrides, and continues to find ways to do simpler and quicker maintenance.

To remain a leader in commercial excellence, ABC Supply must be agile and ready for change. As new generations enter the contracting field, competition heightens, and economic factors continue evolving, so to must ABC Supply. They are dedicated to transforming their business to continue serving their customers. Vendavo provides the foundation empowering ABC Supply to give their customers accurate pricing at a national scale.

“

I've worked with the Vendavo team for over 8 years and no matter what types of issues we're having, they're always easy to get a hold of to resolve problems.”

– Mike Schwarz, Executive Director, Purchasing & Merchandising



Benefits

- Accurate, competitive, consistent pricing at a national scale
- Up-to-date, accurate quotes for commercial projects
- Simpler and quicker maintenance
- Decrease in price overrides since implementing Vendavo
- Little to no downtime with the technology





About Vendavo

Vendavo's AI-embedded Pricing and Sales solutions power the shift to digital commerce for the world's most demanding B2B companies, unlocking value, growing margin and accelerating revenue. With the Vendavo SaaS Commercial Excellence platform and our best-in-class CPQ and price optimization solutions, they develop dynamic customer insights and optimal pricing strategies that maximize margin, boost sales effectiveness and improve customer experience.

Vendavo has headquarters in Denver, with offices in the UK, Germany and Sweden.

For more information, please visit <http://www.vendavo.com>