



CASE STUDY

DUNCAN ELECTRIC SUPPLY

Family-Owned. Future-Focused. Digitally Enabled.

“We weren’t just looking for new software—we needed a future-ready partner. With Ximple, we’ve outpaced competitors still stuck on legacy systems.”

— Chris Duncan, CEO, Duncan Electric

Executive Summary

Located in Bountiful, Utah, Duncan Electric Supply is a thriving independent electrical distributor experiencing rapid growth. However, their legacy ERP system could no longer support evolving customer expectations, operational complexity, or competitive pressure from national distributors with large IT budgets.

Rather than settling for incremental upgrades, Duncan made a strategic decision to modernize its business end-to-end. The company partnered with Ximple, a cloud-native ERP platform purpose-built for electrical distribution.

The result was a fast, seamless digital transformation—delivering enterprise-grade capabilities without enterprise-level cost or IT overhead.

Challenges Before Ximple

As Duncan Electric grew, their legacy system became a constraint rather than an enabler. What once worked for a smaller operation increasingly created inefficiencies, manual workarounds, and rising costs.

Key challenges included:

- **Aging Legacy System**
Expensive to maintain, difficult to customize, and lacking real-time visibility
- **Manual Order Processing**
Disconnected tools and spreadsheets increased errors, delays, and customer frustration
- **Siloed Data**
Sales, inventory, and finance operated without a single source of truth.
- **No Omnichannel Capability**
Customers expected mobile, online, and self-service options that Duncan could not support
- **Disconnected ERP, CRM, and eCommerce**
Employees were forced to juggle multiple platforms, reducing efficiency and insight.

Since going live with Ximple, Duncan Electric has:

- Streamlined operations across sales, inventory, and finance
- Launched new digital sales channels and expanded warehouse operations
- Improved inventory accuracy and order fulfillment speed
- Delivered a true omnichannel experience across counter, mobile, eCommerce, and project workflows
- Scaled the business without adding IT staff
- Built a future-ready platform designed for long-term growth

Why Ximple Was the Right Fit

Duncan Electric was not looking for another software vendor—they were seeking a strategic ERP partner with deep industry expertise. After evaluating leading solutions such as NetSuite, Epicor, and Infor, Ximple ERP clearly stood apart. It met every industry-specific requirement while remaining the most cost-effective solution for a company of Duncan's size.

Ximple delivered:

- Purpose-built functionality for electrical distributors
- A modern, cloud-based, API-first architecture
- Predictable, affordable SaaS pricing
- A partner that understood distribution workflows—not generic ERP

This was not simply a technological upgrade; it was an investment in agility, visibility, and long-term scalability.

Key Differentiators

- Purpose-built workflows aligned to day-to-day distribution operations
- Cloud-native architecture eliminating integration complexity and IT maintenance
- Out-of-the-box tools for pricing, eCommerce, mobile sales, and project management

Results: The Transformation

Ximple ERP didn't just modernize Duncan Electric's systems—it redefined how the business operates. Sales teams now quote and manage orders faster through a centralized system. Customers enjoy a full B2B eCommerce experience, allowing them to browse products, place orders, and manage accounts anytime.

Duncan now delivers a true omnichannel experience across counter sales, mobile, and online ordering—supported by real-time visibility, smarter workflows, and accurate inventory data. Financial operations moved from fragmented reporting to unified, real-time dashboards with automated journal entries and faster month-end close.

Conclusion

Duncan Electric Supply's success demonstrates that competitive advantage is no longer defined by company size, but by strategy, technology, and execution.

With Ximple, Duncan achieved capabilities that even billion-dollar distributors struggle to implement—proving that modern, purpose-built ERP can level the playing field.

About Ximple

Ximple is a cloud-native ERP platform purpose-built for modern electrical distributors.

