



C and B Distributors



Case Study

C&B Tobacco & Candy Distributors **Bold Leap from Legacy Software to a Modernized Distribution System Platform in the Cloud**



COMPANY BACKGROUND: C&B DISTRIBUTOR

Founded in 1979, C&B Distributors is a family and community-centric wholesale company based in Lowell, North Carolina. For more than four decades, they've been a trusted partner to independent convenience stores, smoke shops, and small businesses, built on a reputation for honesty, exceptional service, and deep industry knowledge.

Case Study: C&B Modernizes Operations with Ximple Cloud Distribution ERP

Business Challenge

C&B faced growing operational inefficiencies due to their aging legacy distribution software. The outdated system lacked critical features such as integrated financials, mobile access for field sales, real-time visibility, and compliance tools for OTP and tobacco tax regulations. Additionally, it did not support the evolving needs of multi-channel sales.

Solution

After a thorough evaluation of several ERP platforms tailored for distributors, C&B selected **Ximple's Cloud Distribution Solution** to drive digital transformation across their operations. The decision was based on Ximple's robust, industry-specific capabilities for Tobacco & Candy distributors, which addressed C&B's immediate challenges and positioned them for long-term growth.



Key Differentiators That Led to Ximple's Selection

- **Fully Integrated Platform:** Seamless integration of distribution modules with core financials (GL, AP, AR) eliminated the need for separate accounting software.
- **Mobile B2B Sales App:** Empowered field sales representatives with real-time access to customer orders, pricing, and inventory.
- **Built-in CRM:** Improved customer engagement and sales tracking across the organization.
- **Real-Time Inventory & Dashboards:** Barcode-based inventory management and live performance dashboards enhanced operational visibility and responsiveness.
- **OTP & Tobacco Tax Compliance:** Automated tools for tax stamping and compliance ensured regulatory alignment across all jurisdictions.
- **Cash & Carry:** Support for streamlined in-store pickups and walk-in orders

Desired Goals of New Platform C&B goals are to transition to the modern, cloud-based ERP platform that will support tax compliance, eliminate the need for a separate financial solution, allow for B2B mobile commerce for reps and customers, foundation for scalable, future-ready growth.

"Ximple took the time to truly understand our business and showed a sincere commitment to helping us succeed in modernizing our software. That level of dedication made all the difference."

— C&B Distributors

Essential Modules of an ERP System for the **Candy and Tobacco Industries**

 Administration	 Sales	 Accounts Receivable
 Catalog	 Billing	 Accounts Payable
 Warehousing	 Purchasing	 General Ledger
 Banks	 Inventory Management	 Repots

IMPLEMENTATION JOURNEY: BUILDING FOR THE LONG TERM

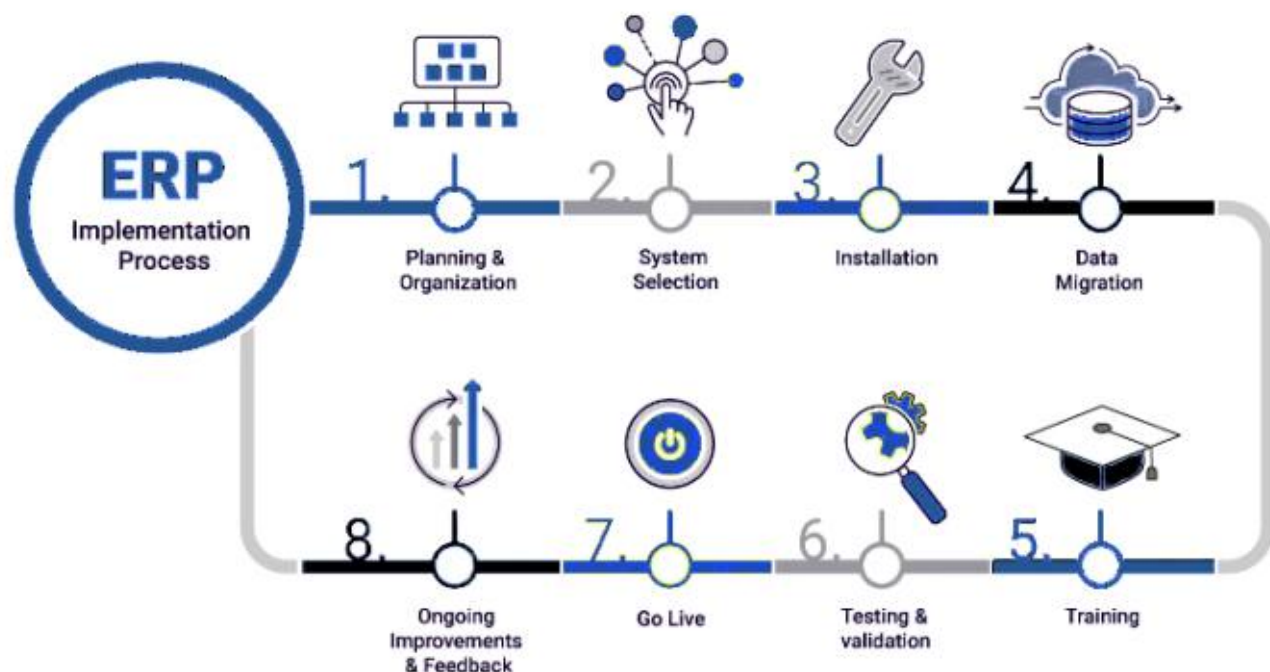
C&B Distributors entered the implementation phase with a clear purpose: to modernize without compromising the culture and trust that had been built over the course of decades. After running on the same on-premise system for nearly 20 years—and relying on QuickBooks for financials—it was clear that the technology hadn't kept pace with the evolution of the industry, customer expectations, and business complexity.

C&B implementation plan includes:

- Migrating legacy and QuickBooks data into a unified ERP
- Redesigning warehouse operations with barcode-based inventory and smarter pick/pack logic
- Establishing financial controls and real-time dashboards for Jason to manage growth with confidence
- Rolling out training in stages, empowering staff before go-live
- Launching B2B mobile ordering to serve smoke shops and convenience stores better

IMPLEMENTATION ROADMAP: A PHASED AND PRACTICAL APPROACH

C&B Distributors have opted for a phased rollout to ensure minimal disruption and maximum employee buy-in. The strategy was designed to meet C&B where they were—respecting long-standing workflows while introducing modern efficiencies in a step-by-step approach.



Phase 1: Foundation Setup

- Clean data migration from the legacy on-premise system to QuickBooks
- Setup of core financial modules, chart of accounts, and receivables/payables
- Warehouse layout mapping and barcode scanning implementation kickoff

Phase 2: Sales and Mobile Rollout

- Launch of the B2B mobile sales app for field reps and internal order entry
- Real-time pricing and customer-specific catalog configuration
- Pilot testing of cash-and-carry workflows at the counter

Phase 3: Inventory and Operations

- Live inventory tracking with purchase order automation and stock alerts
- Returns management, promotions engine, and discount workflows
- Integration of customer credit limits and sales tax logic

Phase 4: Management Tools and Reporting

- Executive dashboards for real-time visibility into margins, cash flow, and sales performance
- Configurable reports for audits, compliance, and forecasting
- Workflow automation for approvals, credit checks, and aging reports

Throughout each phase, C&B employees were included in training, testing, and feedback loops. This created a culture of participation and minimized resistance. The approach wasn't rushed—every milestone was designed to build trust and showcase visible wins before moving to the next stage.

The result: a smooth transition with no disruption to daily operations and a growing sense of confidence across departments.

LOOKING AHEAD

With the core of its digital transformation well underway, C&B Distributors is setting its sights on strategic growth. The leadership team—now fully backed by a modern ERP foundation—is thinking not just about smoother operations, but about future-proofing the business for the next 25 years.

"My father built this business with hard work and relationships. Now, we're building on that with tools that enable us to compete, grow, and remain true to our values. Ximple is helping us bridge the past and the future—on our terms."

CONCLUSION

For over two decades, C&B Distributors thrived on strong relationships, profound product knowledge, and a dedicated team. But sustaining that legacy required more than tradition—it demanded reinvention. By choosing Ximple ERP, C&B took a decisive step into the future, without compromising the values that built the business in the first place.

The company is now in the midst of transformation, upgrading outdated tools, aligning its processes with modern expectations, and preparing to scale confidently under the next generation of leadership. With real-time data, mobile capabilities, automated tax compliance, and a B2B digital platform on the way, C&B is laying the digital foundation for smarter growth and better service.



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