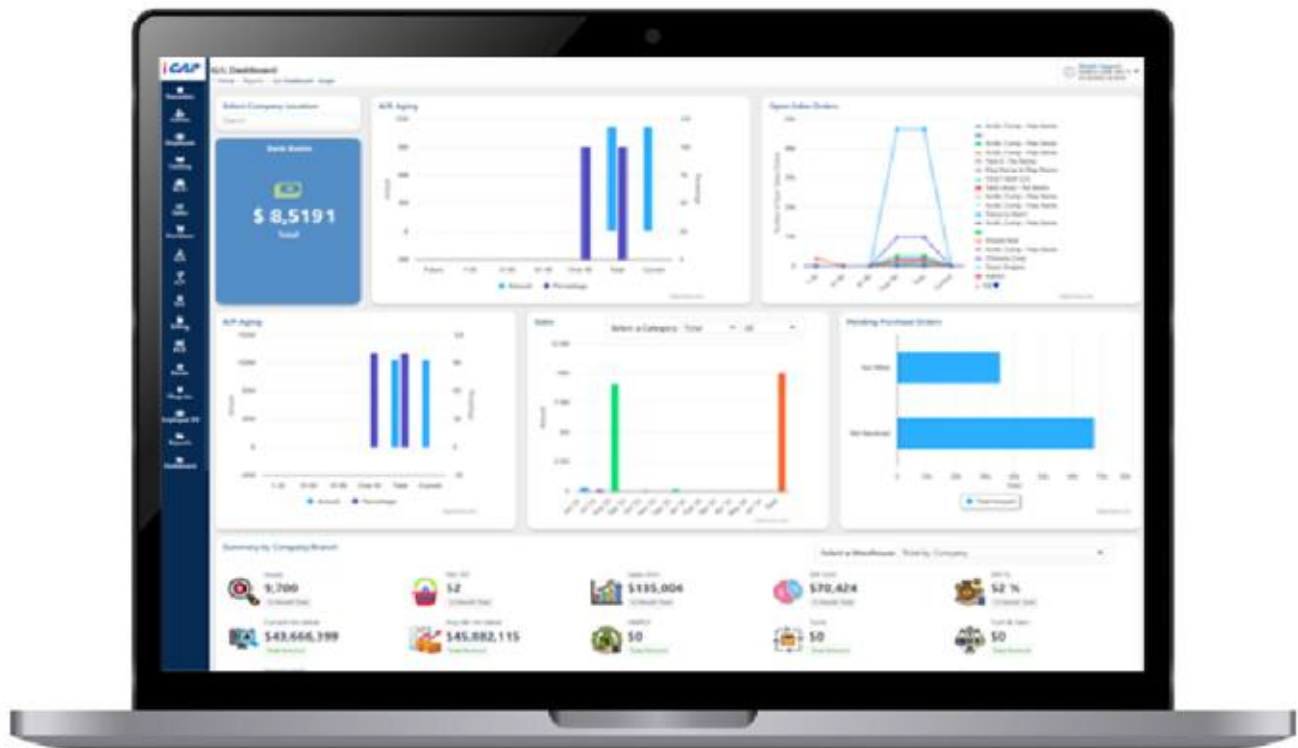Case Study

Duncan Electric Modernizes Distribution Operations

Family-Owned, Future-Focused:
Duncan Electric Distribution software upgrade with Ximple ERP

Duncan Electric – Family-Owned, Future-Focused

- Industry: Electrical Distribution
- Headquarters: Bountiful, Utah
- Legacy System: ARRAY ERP

The Challenge

- Legacy ERP was aging, inflexible, and costly to maintain
- Manual order processing, siloed data, and lack of real-time visibility
- No omnichannel capabilities (no mobile, eCommerce, or integrated CRM)
- Limited vendor support and scalability barriers for expansion

The Solution: Ximple Distribution Software

- Purpose-built for electrical distributors
- Real-time inventory, counter sales, eCommerce, CRM, mobile ordering
- Seamless data migration and multi-location setup
- No dedicated IT team needed—cloud-native, API-first design

Results & Impact

- Launched two new warehouses and digital sales channels
- 360° inventory and financial visibility across all departments
- Streamlined contractor quoting and order fulfillment
- Live dashboards and AI-assisted pricing improved decision-making
- Enhanced customer experience through unified B2B, counter, and mobile workflows

Why It Worked

- Configured, tested, and deployed in 12 weeks
- Hands-on role-based training ensured rapid user adoption
- No plugins or bolt-Ons—fully integrated platform
- AI-powered tools for smarter pricing, quoting, and forecasting

Executive Summary

In the heart of Bountiful, Utah, Duncan Electric Supply—a proud independent electrical distributor—found itself at a pivotal crossroads. Business was booming, but their aging legacy system was struggling to keep up with the new demands. As customer expectations evolved and competitors armed themselves with million-dollar tech stacks and in house IT teams, Duncan faced a crucial question: adapt or fall behind.

Instead of settling, Duncan made a bold move. They partnered with Ximple, a cloud-native software platform purpose built for the electrical distribution industry. The result? A fast, seamless transformation that rivaled the digital capabilities of industry giants—without the bloated budgets. - without the bloated budgets.

Since going live with Ximple, Duncan Electric has:

- Streamlined operations across every department, from counter sales to the back office
- Expanded effortlessly, launching new sales channels and opening additional warehouse locations
- Boosted inventory accuracy and accelerated order fulfillment.
- Delivered a complete omnichannel experience—eCommerce, mobile, counter, and project workflows—without
- hiring a single IT resource
- Future-proofed their business, building a scalable platform ready to meet tomorrow's challenges head-on

"With Ximple, we finally have a system that works as fast and as smart as our team does,"
said Chris Duncan. "We're not just keeping up—we're setting the pace."

Company Background: Duncan Electric Supply

For over 70 years, Duncan Electric Supply (DES) has been a trusted partner to contractors, powering Utah's growth— one project at a time. Founded in 1950 by Kenneth L. Duncan, this family-owned business has grown into a respected name in the electrical distribution industry by staying true to its roots: reliable service, honest pricing, and deep industry expertise.

Based in Bountiful, Utah, just 30 minutes from both Salt Lake City and Ogden, DES operates at the intersection of tradition and innovation. The company serves a diverse customer base spanning commercial, residential, utility, and industrial sectors, with a strong emphasis on accurate job quotes, fast turnaround times, and hands-on support.

From gear packages and lighting layouts to everyday materials, DES prides itself on keeping the shelves stocked and trucks moving, helping contractors win bids and meet deadlines. Their approach is simple but powerful: know your customer, know your inventory, and deliver both with precision and speed.

"We've built a business by earning trust, job after job," said Chris Duncan. "And now, with the right technology, we're doubling down on that promise—only faster, smarter, and better connected."

Challenges Before Ximple Distribution Software

As Duncan Electric Supply's business expanded, its legacy software could no longer keep up. What once supported a modest operation had become a daily roadblock to growth. The team found itself working harder just to stay afloat— bogged down by inefficiencies, patchwork solutions, and rising costs.

Some of the most pressing challenges included:

- Aging Legacy System: Costly to maintain and nearly impossible to customize, the outdated system provided little real-time visibility and was unable to adapt to the fast-paced nature of modern distribution.
- Manual Order Processing: Orders were still being handled through disconnected tools and spreadsheets, increasing the risk of errors, delays, and frustrated customers.
- Siloed Data Across Departments: Sales, inventory, and finance lacked a common language, resulting in miscommunication, delayed reporting, and inconsistent service.
- Scalability Roadblocks: Opening a new warehouse or launching an online channel meant major IT hurdles. The system wasn't designed to grow with the business.
- No Omnichannel Capability: As customer expectations shifted toward mobile ordering, e-commerce convenience, and self-service portals, Duncan had no digital tools to match those expectations.
- Lack of ERP-CRM-eCommerce Integration: Without a unified system, employees were required to juggle multiple platforms, which slowed down operations and reduced visibility.
- Limited Vendor Support: In addition to these challenges, the existing software provider offered minimal support, despite high licensing and maintenance fees.

"We were trying to run a modern business on a system that hadn't evolved with us," said Chris Duncan. "The inefficiencies weren't just frustrating—they were holding us back."

This realization made it clear: Duncan Electric needed a purpose-built ERP that could deliver real-time data, unify core processes, and set the stage for digital transformation.

Distribution Cloud Software Selection Criteria

As Duncan Electric continued to grow, it became clear that band-aid fixes and outdated workflows couldn't support its future. They needed more than just new software—they needed a modern, industry-smart platform that could elevate every part of the business.

Their priorities were clear:

- Eliminate manual inefficiencies that slow down daily operations
- Gain real-time inventory visibility across all warehouse locations
- Support complex pricing, rebates, and contractor quoting
- Enable true omnichannel capabilities—from eCommerce to mobile sales
- Scale confidently without hiring a dedicated IT team
- All while ensuring the system remained scalable, reliable, and secure

After reviewing leading distribution systems, such as Epicor Eclipse and Epicor Prophet 21, only one solution stood out: Ximple software.

Ximple distribution software checked every box—with purpose-built tools for electrical distributors, API-first architecture, a cost-effective SaaS model, and a team that truly understood Duncan's business.

It wasn't just a software decision—it was a strategic investment in long-term agility, visibility, and growth.

Why Ximple Software Was the Right Fit

Duncan Electric wasn't just looking for new software, they were looking for a strategic partner that understood the unique demands of electrical distribution. The goal wasn't to patch up old systems; it was to create a scalable, future-ready foundation that could evolve with the business.

Ximple stood out for several key reasons:

- It was purpose-built for electrical distributors, with workflows that matched Duncan's day-to-day operations
- Its cloud-based, API-first architecture eliminated the need for complex integrations or ongoing IT maintenance
- The cost-effective SaaS model provided predictable pricing without surprise fees or expensive upgrades
- It included out-of-the-box tools for eCommerce, pricing management, mobile sales, and project workflows
- The Ximple team offered personalized, responsive support and took the time to understand Duncan's business model and long-term vision.

With Ximple, Duncan didn't have to compromise between functionality and affordability. They gained a platform that offered modern tools, real-time visibility, and seamless expansion,

Implementation Overview

Duncan Electric approached the ERP implementation with the same precision and discipline they bring to every customer job—focused, practical, and all-in. The goal was to avoid disruption, train the team effectively, and start delivering value as quickly as possible.

The process was structured into three clear phases:

- **Weeks 1–4:** Data migration and system configuration
- **Weeks 5–8:** Pilot testing, user training, and feedback collection
- **Weeks 9–12:** Full deployment and go-live company-wide.

Key milestones included:

- Migrating clean, structured data from the legacy system to Ximple
- Setting up multi-location inventory management and streamlined counter workflows
- Integrating financials, contractor quoting tools, and customer portals
- Equipping both sales and warehouse teams with mobile devices connected to Ximple
- Conducting hands-on, role-based training to ensure user adoption from day one

The result was a smooth transition that minimized downtime, empowered staff, and laid the foundation for long-term success. Duncan didn't just install new software—they built a more innovative, faster way of doing business.

Results: What Changed for Duncan Electric

The shift to Ximple ERP didn't just modernize Duncan Electric's systems—it redefined how the business operates, sells, and serves its customers. What once felt complex and disconnected is now streamlined, visible, and built to grow.

Sales teams started quoting jobs more quickly and tracking progress through a centralized ordering system. The launch of a full-featured B2B e-commerce site brought a new level of convenience, allowing customers to browse, order, and manage their accounts online at any time.

Customer service also saw a significant upgrade. With Ximple, Duncan now offers an actual omnichannel experience across counter, mobile, and online ordering. Real-time updates keep customers informed, and large contractor projects are better supported through more intelligent workflows and improved inventory coordination.

On the financial side, the company moved from fragmented reporting to a unified view of receivables, payables, inventory, and margins. Automated journal entries and live dashboards helped expedite month-end closings and enhance decision-making.

Perhaps most impressively, Duncan was able to expand—adding two new warehouse locations and opening up new digital sales channels—all without adding IT headcount. The team now runs faster, smarter, and more connected than ever before.

Overcoming Legacy System Barriers

"What surprised us was how easily we outpaced competitors still running on older and costly systems. While they're stuck dealing with complex integrations, constant maintenance, and high implementation costs, we're launching new channels and serving customers faster, with fewer people."

— Chris Duncan, Operations Manager, Duncan Electric

Many distributors relying on legacy ERP systems face similar challenges: limited integration, expensive upgrades, and overly complex architectures that hinder progress instead of supporting it.

Ximple took a different approach. Its cloud-native, API-first design allowed Duncan to move quickly and adapt with minimal friction. The team was able to:

Results: What Changed for Duncan Electric

Ximple took a different approach. Its cloud-native, API-first design allowed Duncan to move quickly and adapt with minimal friction. The team was able to:

- Add new sales channels without overhauling infrastructure
- Launch eCommerce and mobile ordering without third-party plugins
- Leverage AI-driven pricing tools to improve contractor quoting speed and accuracy

Rather than being weighed down by outdated systems, Duncan is now leading with agility—and doing more with less.

Future Outlook

With Ximple ERP firmly in place, Duncan Electric is now focused on building for the future, not just maintaining the present. The team views technology as a core driver of long-term growth and is already planning several initiatives to leverage their digital foundation fully.

Key priorities moving forward include:

- Expanding their eCommerce platform with advanced filtering, vendor-managed inventory, CRM, and self-service quoting tools
- Leveraging predictive analytics for more intelligent demand forecasting and inventory planning
- Automating additional warehouse workflows to speed up receiving, picking, and shipping
- Enhancing customer engagement.
- Continuing to train staff through Ximple's AI-guided onboarding and support tools.
- Implementing AI-driven, customer-specific pricing to boost margins and utilizing AI-assisted order entry to streamline and accelerate the sales process.

As Chris Duncan puts it, the goal is simple: to keep improving every touchpoint—both internally and externally—so that Duncan Electric remains a fast-moving, customer-focused leader in the industry.With the flexibility of Ximple and a mindset that embraces change, Duncan is poised not only to compete but to set the standard.

Conclusion

Duncan Electric Supply's success with Ximple distribution software proves that it's not the size of the company, but the strength of its strategy, tools, and customer focus that drives real results. Without a dedicated IT team, Duncan gained capabilities that even billion-dollar distributors still struggle to implement—competing confidently on the same playing field.

This wasn't just a software upgrade, it was a strategic transformation. With Ximple, Duncan now operates with the agility, insight, and efficiency needed to thrive in today's rapidly evolving distribution landscape.

Ready to Learn More?

Connect with Craig Yamauchi — your expert guide to digital transformation in electrical wholesale distribution.

Craig brings decades of experience helping distributors modernize operations, reduce costs, and enhance customer service through tailored ERP strategies. His deep industry knowledge and hands-on approach make him a trusted partner for companies looking to scale efficiently.

Contact: **Craig Yamauchi**
Vice President, Customer Success and Strategic Partnership
📞 **Phone:** (415) 940-0619
✉ **Email:** cyamauchi@ximplesolution.com
🌐 **Website:** www.ximplesolution.com

Ximple Cloud Software Purpose build for Modern Distributors