



Case Study

From Patchwork to Powerhouse

How Discount Wholesale Transformed Their Distribution Business with Ximple Wholesale Distribution Software





Case Study: Discount Wholesale – From Patchwork to Powerhouse

Industry: Tobacco, Vape, CBD, and General Merchandise Distribution

Location: Jackson, TN

The Challenge

- Disconnected systems: QuickBooks + Turning Point System + unsupported warehouse scanner
- Manual, error-prone processes for order entry and compliance
- Disconnected platforms caused inefficiencies and compliance risk
- Needed scalable, cost-effective tech without burdening a lean team

The Solution: Ximple Cloud Distribution Software

- Unified ERP: sales, inventory, accounting, scanning, and compliance
- Built-in financials eliminated the need for QuickBooks
- Cloud-native, zero IT overhead, real-time tax + MSA reporting
- Predictable pricing with no surprise fees

Results

- Orders processed once, tracked through fulfillment
- Warehouse scanners fully integrated
- Compliance reports generated in minutes
- POS and delivery routing improved speed and accuracy
- Team efficiency soared, supporting smarter growth

"We didn't just need new software—we needed a smarter way to run the business. Ximple gave us that without the guesswork."

— Kiren Patel, Partner



From Patchwork to Powerhouse: How Discount Wholesale Transformed Their Distribution Business with Ximple ERP

Discount Wholesale: One Mission, Many Hats.

- In Jackson, TN, Discount Wholesale Inc. built its name by being everything convenience stores and gas stations needed tobacco, vape, CBD, snacks, drinks, and general merchandise under one roof.
- But behind that promise was a hardworking team of fewer than 10 people juggling every role: taking phone orders, pulling inventory, loading trucks, and managing deliveries. With such a lean crew, efficiency was everything.

Yet their back-office setup was anything but efficient.

- QuickBooks for accounting
- Turning Point System for sales and inventory
- A third-party warehouse scanner with limited support

Three disconnected systems, none of which talked to each other. Order entry was duplicated. Compliance reporting took hours. Enhancements meant paying hourly fees. As the operations were scaled, the patchwork began to fray. Then came a generational shift—and with it, a crossroads.

A Moment of Decision

As the following generation partners stepped in with sharper expectations. They saw the inefficiencies firsthand:

- Hours lost to reconciling data
- Compliance reports are built manually every month
- Tech vendors nickel-and-diming for support and updates

It was clear: they needed to stop duct-taping the past together and start building for the future. They weren't just shopping for software. They were choosing how the business would grow—or stall.

Crossroads

What once worked for a smaller team now creates bottlenecks.

- QuickBooks and Turning Point system didn't integrate well, resulting in data duplication.
- The warehouse scanner was clunky and unsupported
- Compliance reporting—critical in tobacco and vape—was slow and risky
- Simple support requests racked up costs
- Scaling to new product lines or locations seemed nearly impossible

The decision was no longer “if”—but “how.” And that's where Ximple Distribution Software came in.

Why Ximple Was the Right Choice

Built for Tobacco, Vape, and CBD Distribution: Ximple came ready to handle product attributes like flavor, nicotine strength, lot tracking, and state-specific compliance workflows—no heavy lifting required.

- One Platform, Total Visibility: Sales, inventory, warehouse scanning, accounting, and order fulfillment under one roof. No more juggling systems or tracking down data.
- Cloud-Based, No IT Burden: No servers to maintain, no costly IT hires. Just secure, anytime access, automatic updates, and high uptime—everything the team needed without the overhead.

- No need for QuickBooks: Ximple has built in accounting to maintain financial reporting workflows during the transition, keeping their GL, P&L, and balance sheets intact.
- Click-and-Go Compliance Reporting: Excise tax filings, MSA reports, and age-restricted product tracking—all available with real-time accuracy and no more last-minute scrambling.
- Scalable, Smart, Sustainable: Whether adding delivery zones, launching a customer portal, or expanding into new product lines, Ximple scaled seamlessly with their vision.
- Predictable Cost. Fast ROI: Unlike vendors that charge hourly for every call or change, Ximple delivered a fixed-cost model with ongoing supporting surprises, no fine print.
- Other ERP vendors promised flexibility but came with catch-all solutions and costly customizations. Discount Wholesale needed something purpose-built—and built to last.

Ximple ERP checked every box

"We didn't just need new software—we needed a smarter way to run the business. Ximple gave us that without the guesswork." – Kiren Patel, Partner, Discount Wholesale.

Implementation & Impact

Since going live on Ximple ERP, the impact has been game-changing:

- Orders are entered once and tracked through fulfillment
- Warehouse scanners now integrate directly into workflows
- Compliance reporting takes minutes, not hours
- POS streamlines walk-in customer pickups
- Trucks load smarter with delivery routing tools
- Team efficiency skyrocketed—every hour saved counts in a 10-person team

Looking Ahead

With the system live, Discount Wholesale is exploring:

- B2B customer ordering portals
- Loyalty pricing and promo automation
- Mobile sales tools for reps
- Expanded support for traceability

But most importantly, they're focused on growth, not tech headaches.



Conclusion: Choosing a Long-Term Partner, Not Just a Platform

Discount Wholesale's transformation didn't happen by accident. It was the result of decisive leadership, the right timing, and the choice to partner with a platform that's built for longevity.

"Over the years, we've seen so many software companies come and go. They launch big, make promises, and vanish after a few years. We weren't looking for the flashiest option. We sought a partner that's innovative, reliable, and committed to staying. That's why we chose Ximple." — Nick Patel, Partner

Today, Discount Wholesale is not just keeping up—they're setting the pace for small-to-midsize wholesale distributors across the Southeast. With modern infrastructure, scalable tools, and a committed ERP partner, the business is positioned not just to survive but to thrive in an evolving market.

READY TO LEARN MORE?

Connect with Craig Yamauchi — your expert guide to digital transformation in Tobacco, Vape, and General Merchandise 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.



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