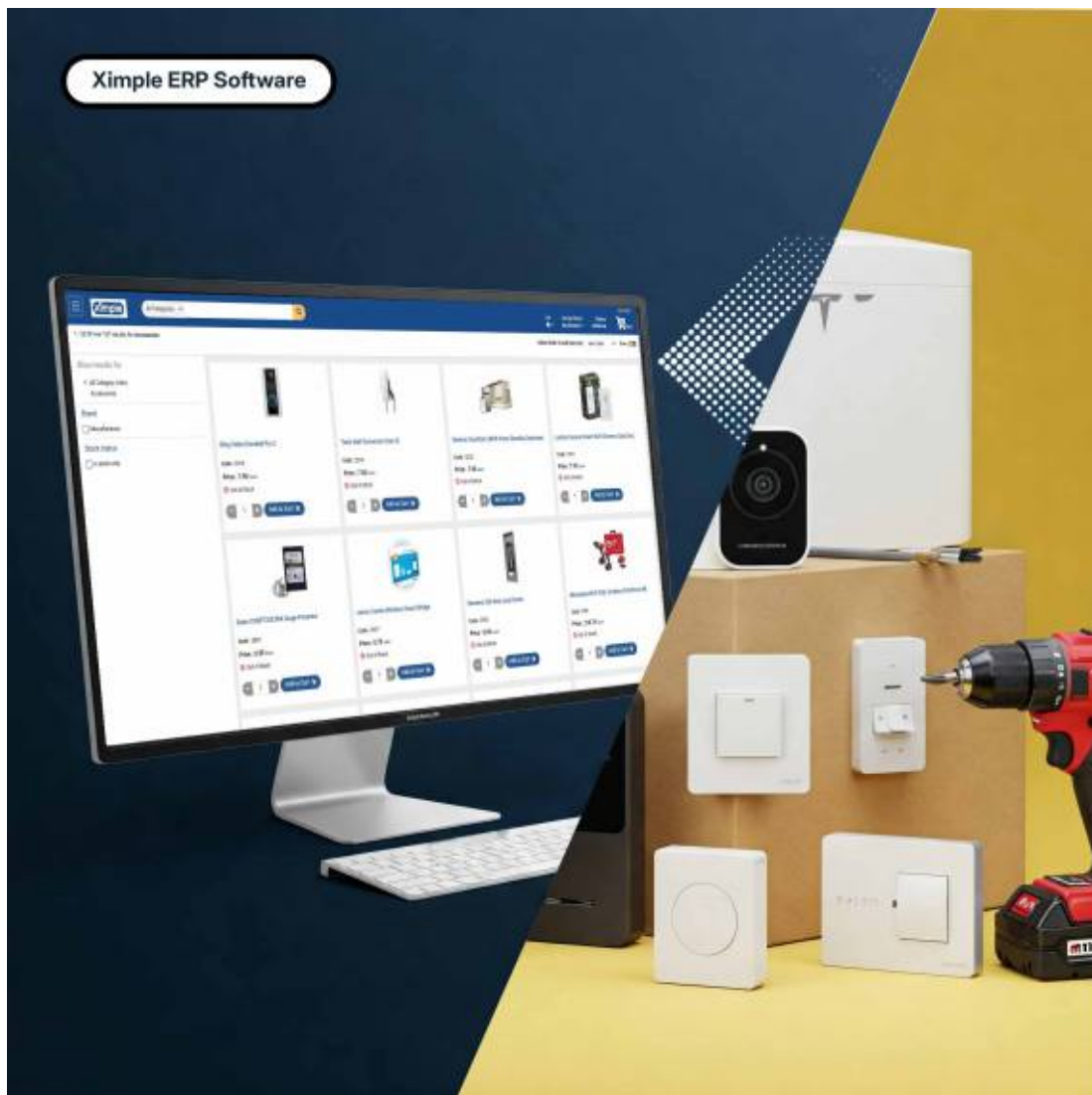




Case Study

Grove Electrical & Lighting Supply

From Patchwork Systems to Future-Ready
Digital Distribution



Case Study: Discount Wholesale – From Patchwork to Powerhouse

- Industry: Electrical Distribution
- Location: Grove, Oklahoma.
- Ownership: Raven Resources Corp. (Private Equity)
- Year of Go-Live: 2025

The Challenge

- Explosive growth: 140% YoY sales spike with no scalable systems in place
- Legacy patchwork: QuickBooks + manual processes = errors, delays, and siloed data
- No IT team: needed a modern ERP without infrastructure complexity
- Limited customer experience: no mobile, no eCommerce, no real-time visibility

The Solution: Ximple Cloud Distribution Software

- All-in-one cloud-native platform built for electrical distributors
- Real-time inventory, financials, quoting, CRM, eCommerce, and mobile tools
- Zero bolt-Ons, minimal training curve, fully scalable
- Turnkey support and seamless implementation despite no internal IT staff

Early Results

- End-to-end visibility and process automation
- eCommerce and mobile sales channels launched in weeks
- 40% more users added post-go-live with zero infrastructure changes
- Faster order turnaround, fewer errors, and improved contractor experience

Future-Ready

- Exploring predictive quoting and CRM segmentation
- Real-time dashboards to drive smarter decisions
- Ready to expand into new geographies and product lines
- Scaling made easy—without growing IT overhead

"We went from surviving growth to engineering it. With Ximple, we're not just keeping up—we're building a future-ready business."
— Jamie Moss, CFO, Grove Electrical & Lighting Supply



Executive Summary

By early 2025, Grove Electrical & Lighting Supply found itself at an inflection point. After years of steady growth, sales suddenly accelerated—up 64% in January and a staggering 140% in February. This level of expansion, while exciting, placed a massive strain on Grove’s internal systems. QuickBooks and manual spreadsheets could no longer handle the volume of transactions, and staff struggled with errors, bottlenecks, and delays.

With no IT department and limited digital tools, Grove’s leadership faced a critical question: How do we sustain growth without breaking the business?

The answer was Ximple Cloud Distribution Software—a purpose-built ERP for electrical distributors. Within weeks, Grove modernized its operations, launched eCommerce and mobile sales channels, and equipped its staff with real-time data. The result: faster order fulfillment, 40% more users added seamlessly, and a digital backbone ready for future growth.

Company Background: Grove electrical and lighting supply

Founded more than 27 years ago, Grove Electrical & Lighting Supply has earned a reputation as a reliable partner for contractors, builders, and businesses across residential, commercial, and industrial markets. In 2024, Grove entered a new chapter when it was acquired by a private equity firm focused on scaling high-performing companies. This ownership change provided capital and strategic vision but also heightened expectations: Grove needed to modernize to remain competitive.

The distributor's success stemmed from its commitment to responsiveness and customer service. But as the business grew, its systems stayed the same creating a dangerous gap between market demand and operational capacity.

Grove's growth revealed cracks in its operational foundation:

- **Fragmented Systems:** Financials, inventory, and sales data were spread across QuickBooks, spreadsheets, and disconnected tools.
- **Manual Processes:** Orders were entered by hand, leading to costly errors, delays, and missed opportunities.
- **No Digital Channels:** Customers couldn't place orders online, track inventory, or access pricing in real time.
- **Limited Visibility:** Management lacked real-time dashboards to track performance, leaving decisions reactive instead of proactive.
- **Staff Concerns:** Experienced team members were hesitant to adopt unfamiliar technology.

"We were growing faster than we could keep up. It wasn't just about needing new software—it was about future-proofing the business without overwhelming our team."

— Jamie Moss, CFO

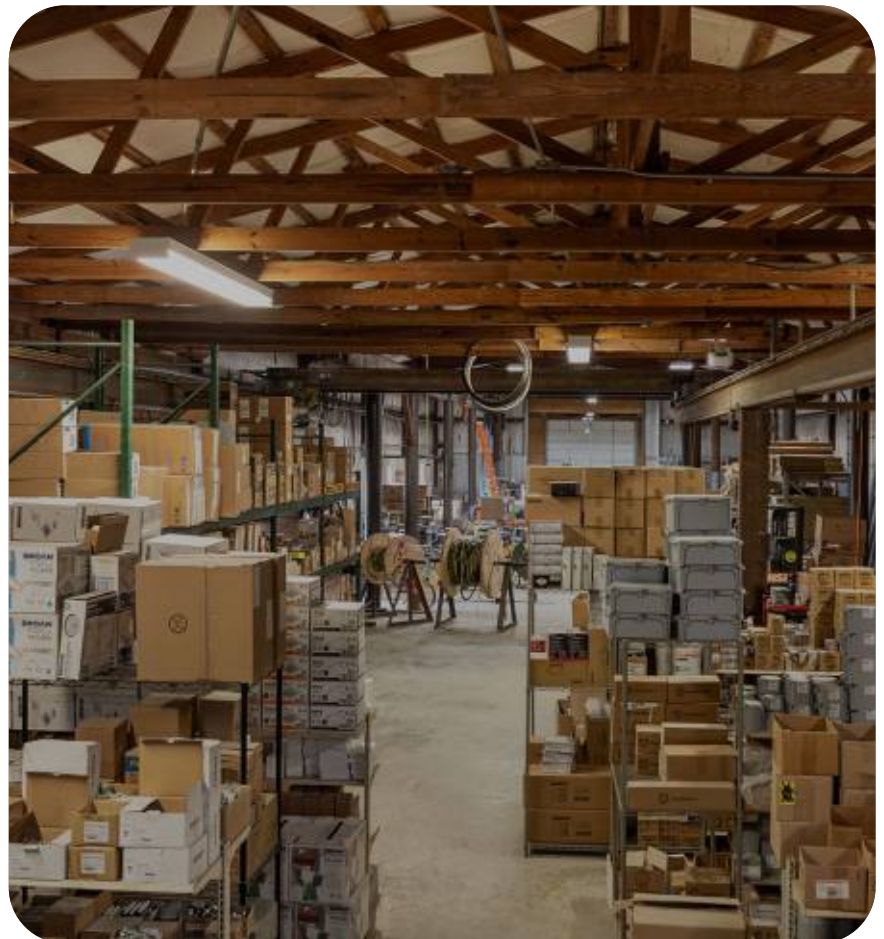
Why Grove Chose Ximple

When evaluating ERP options, Grove considered larger, legacy systems such as Epicor Eclipse. But these platforms came with high costs, long implementations, and IT overhead that the company didn't have.

Instead, Grove sought a cloud-native platform built specifically for electrical distributors—affordable, scalable, and easy to use. Ximple met every requirement:

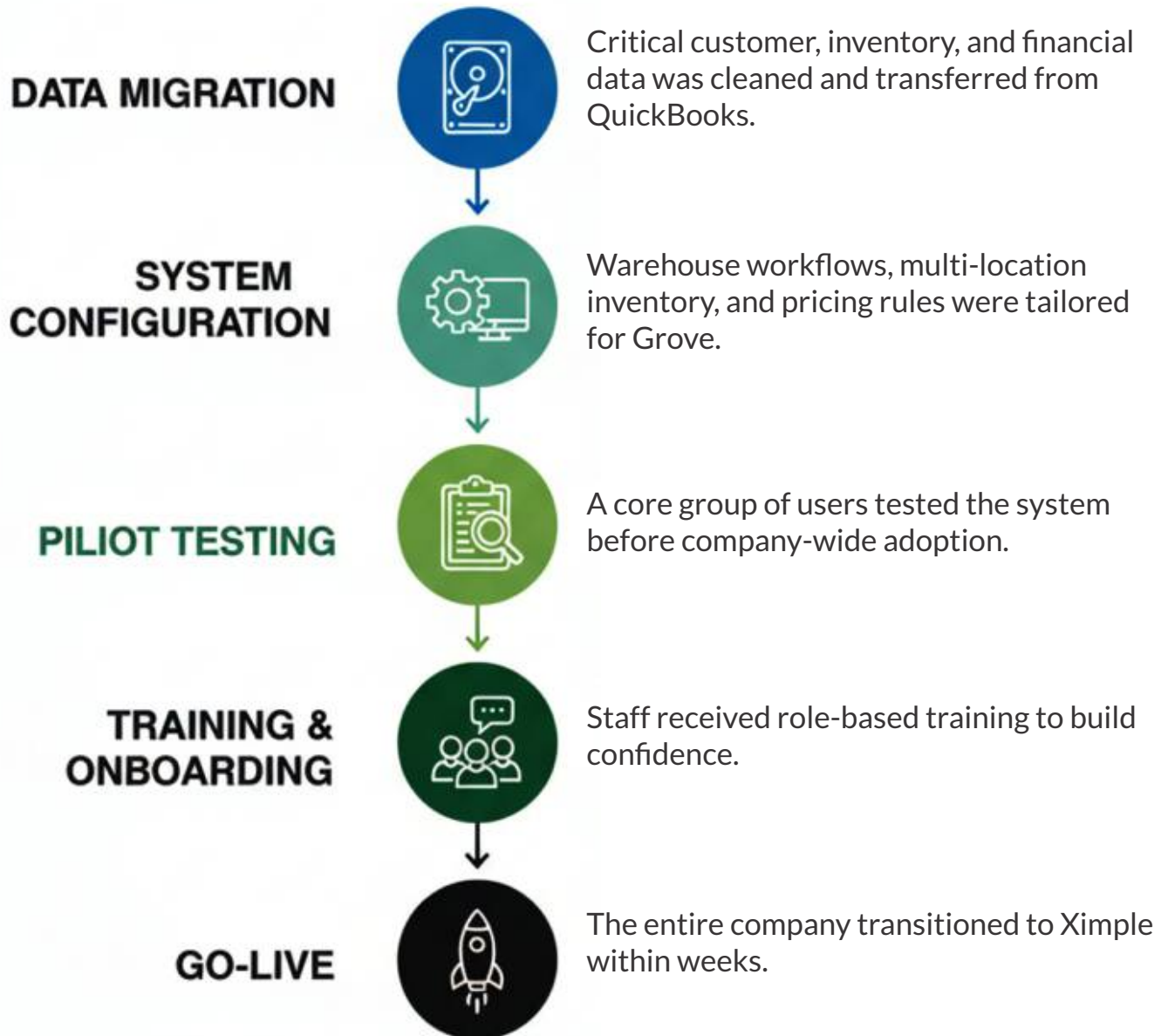
- All-in-one functionality (financials, inventory, CRM, eCommerce, mobile)
- Seamless cloud upgrades with zero disruption
- No bolt-ons or third-party integrations required
- Intuitive design that won over even tech-averse staff
- Responsive, industry-aware support team

"With Ximple, we didn't need to patch together ten tools or build an internal IT department. It's turnkey, future-proof, and made for companies like ours."
— Jamie Moss



Implementation Journey:

While the benefits were clear, Grove knew the transition would require careful change management. Staff who had relied on paper and QuickBooks for years were understandably nervous. Ximple’s team guided Grove through a structured rollout:



“Our team went from skeptical to all-in within weeks. Customers noticed faster service almost immediately.”

Results: What Changed for Grove?

The transformation was both immediate and measurable.

Operational Efficiency

- Real-time inventory visibility across all locations
- Faster and more accurate order fulfillment
- Streamlined workflows for quoting and contractor pricing

Scalable Growth

- 40% more users added post-go-live—without infrastructure upgrades
- No servers or IT hires required; new employees onboarded in minutes

Financial Control

- Unified AR/AP visibility and profitability reporting
- Faster month-end closes and improved audit trails

Customer Experience

- eCommerce and mobile sales channels live within weeks
- Contractors experienced quicker turnaround and fewer errors

"We scaled up quickly—adding users, channels, and capabilities—with zero IT headaches," said Jamie Moss. "It's like flipping a switch. Ximple gave us enterprise power without enterprise complexity." — Jamie Moss

Future Roadmap

With Ximple as its digital backbone, Grove is planning its next phase of innovation:

- **Predictive Quoting & CRM Segmentation** to improve margins and win more bids
- **Automated Workflows** to streamline order-taking and approvals
- **Real-Time Dashboards** for smarter, faster decision-making
- **Geographic Expansion** into new markets and product lines—without restructuring

As growth accelerates, Grove is confident that Ximple will scale right alongside them.




Conclusion

Grove Electrical & Lighting Supply's journey illustrates how distributors can transform from outdated, patchwork systems into modern, high-performance businesses. With Ximple ERP, Grove didn't just keep pace with growth—they engineered it. The result is a scalable, future-ready business positioned for long-term success.

If you are interested in learning more about Ximple's Electrical Distribution Software or product demonstration, please contact us.



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